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Collier's

THE NATIONAL WEEKLY

JUNE 19

1909



Containing Many Pictures of

Alaska

and Photographs of the Vast

Yukon

Territory, with Picturesque and Descriptive Articles
About the Resources of the Wonderful

Pacific

Country, in Addition to Sketches and Views of the

Exposition

Now Being Held at Seattle

VOL XLIII NO 13

Summer Dust Troubles Overcome



By the Ideal Vacuum Cleaner

Operated by
Hand

It Eats Up the Dirt

Or Electric
Motor

The season of open windows and doors is the season of the housekeeper's greatest trouble with dust. Every vehicle that passes stirs up the dust, and every fitful breeze that blows carries it into the home, there to be ground into carpets, rugs, upholstery, and wall decorations, and to fill every nook and cranny.

With broom, brush, or carpet-sweeper, the work of getting out this dust is an endless task—a continuous round of hard, laborious toil.

How different it is with the IDEAL VACUUM CLEANER! With the IDEAL VACUUM CLEANER, you just take the nozzle and gently agitate carpet, rug, upholstery or curtain, and—whisk!—all dust and dirt, all germs, moths and eggs of vermin, are sucked out of it and gobbled down into the machine's capacious maw, never to trouble you again.

Sent to You Direct for \$25

The IDEAL VACUUM CLEANER is in the great majority of cases operated by hand. It requires no strength or skill of any kind—compared with sweeping, it is play. Weighs only 20 pounds, and is easily carried about.

Completely equipped for hand operation, the IDEAL VACUUM CLEANER costs only \$25. So tremendous is the saving it effects—in time, labor, health and actual money—that its small price is quickly returned many times over.

The electric motor attachment of the IDEAL VACUUM CLEANER is not a necessity, but a luxury. The motor is of the best standard type. It is readily attached to your electric light fixture, and uses only about two cents worth of electricity an hour.

Equipped with motor for direct current, the IDEAL VACUUM CLEANER costs \$60; with motor for alternating current, \$65. When ordering, give voltage as well as kind of current.



PRICE \$25.00

Any physician will tell you that summer's dust is laden with the germs of disease. Both at city residence and country home, the IDEAL VACUUM CLEANER will serve you well and faithfully in keeping everything clean, wholesome, sanitary and sweet.

This neat, strong, compact, portable machine brings within your easy reach the only thoroughly efficient and strictly sanitary system of cleaning that the world has ever known. How can you afford to be without it? Get ready for the summer by ordering one at once.

Send to-day for our Free Illustrated Booklet. It gives complete information about every phase of the cleaning problem.



PRICE \$60 or \$65

THE AMERICAN VACUUM CLEANER COMPANY, 225 Fifth Avenue, New York City

\$62

Seattle
Tacoma
Portland
Everett
Spokane

Vancouver
Victoria
Bellingham
New Westminster

Round Trip

Every day this Summer from Chicago to the Pacific Northwest. Only \$50 from St. Paul, Minneapolis, Duluth and Superior via Great Northern Railway to

Alaska-Yukon-Pacific Exposition, Seattle

National Irrigation Congress, Spokane. Epworth League Convention, Seattle, and many other meetings in the Pacific Northwest.

Take the Oriental Limited, the new electric lighted through daily train Chicago and St. Paul to Seattle, Tacoma and Pacific Coast. For literature and information, address

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**GARDINER GATEWAY
YELLOWSTONE PARK**
Season June 6 to Sept. 25

**ALASKA-YUKON-PACIFIC
EXPOSITION, SEATTLE**
June 1 to Oct. 16

PARADISE PARK
from Tacoma by auto or rail
June 1 to Oct. 1

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COAST LIMITED**

“North Coast Limited”

“Exposition Special”

“Pacific Express”

These are the three electric lighted daily trans-continental trains in service after May 23, via the

Northern Pacific Railway

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Everything planned to make this summer's trip to the Alaska-Yukon-Pacific Exposition and the Northwest the pleasantest ever experienced.

SUMMER TOURIST FARES to the North Pacific Coast, daily to September 30. \$62 from Chicago; \$57.50 from St. Louis; \$50 from St. Paul, Minneapolis, Duluth, Superior, Omaha, Kansas City. Round trip, limit October 31. Corresponding fares from the East generally.

Write for illustrated booklets describing trip, Exposition, Park and train service.

A. M. CLELAND, Gen. Pass'g Agt.,
Room 152, Northern Pacific Bldg.,
St. Paul, Minn.

National Irrigation Congress, Spokane, Aug. 9 to 14

A Practical Trademark

The Keen Kutter Trademark is a practical one. It means something to you—it protects you—it makes an expert buyer of you—and it costs you nothing.

This trademark means, wherever and whenever you see it, that the tool upon which it appears is the best that can be bought—that it will outwear others—that it is perfect in quality, temper, balance, adjustment, and adaptability.

KEEN KUTTER

QUALITY TOOLS

are made to work. They are thoroughly tested at the factory to make sure they will do their work, then stamped Keen Kutter.

The guarantee of the maker goes with them, protecting you and the dealer who sells them. They are the only tools you know before trying will give long, hard, satisfactory service.

“The Recollection of Quality Remains Long After the Price is Forgotten.”

Trade Mark Registered. —E. C. Simmons.

If not at your dealer's, write us.
SIMMONS HARDWARE COMPANY (Inc.),
St. Louis and New York, U. S. A.

The Best Shoe Polish

Have You Tried It Yet?

Women who look after their own or their children's shoes find this new polish the easiest and best to use. "Double A-A One" shoe polish is made of wax, oil and a little dye matter. It softens the leather and makes it last longer and look better than any other dressing.

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100 Shines for 25c.

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NEW YORK CITY,
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AaA1



Shoe Polish

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Detroit
ELECTRIC

YOU, too, will concede the *Detroit* the laurels it has already won if you will give us the opportunity to tell you all about this car and why—It will travel more miles on one charge;

It will go faster and still give you this excess mileage;

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If you will post yourself thoroughly about the *Detroit*, you will find it furnishing not only greater mileage and speed; but you will admit, of your own free will, that you have seen no other electric so superbly upholstered—no other one embodying such sound ideas in mechanical and electrical engineering.

These will be so far in advance of what you have encountered in cars to which you had heretofore given preference that you will immediately and unhesitatingly transfer your allegiance to the *Detroit*.

We can do no more here than barely mention a few of the fifty points of acknowledged and absolute superiority in this car.

The doors are larger. They open forward instead of back.

The windows are larger—the curved front windows larger—nothing whatever obstructs the operator's view straight or obliquely ahead, with the windows raised or lowered.

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One lever controls the five forward and three reverse speeds, the alarm and the motor brake—a concentration and resultant simplicity exclusive to the *Detroit*.

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We have told you enough for you to know what to expect in this dignified, refined carriage, haven't we?

When you understand and appreciate the *Detroit*, you will be reluctant to consider any other car.

Write for the literature and complete description—and the booklet on the Detroit-Atlantic City run, a feat attempted by no other electric.



The Anderson plant at Detroit—the largest in the world devoted to the manufacture of electric vehicles—represents years of successful vehicle manufacturing experience.

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In America Are To Be Found in the
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Denver & Rio Grande

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HUNTING, CAMPING
AND FISHING
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For Outing,
Resort and
Excursion Rate
Circulars, Address

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RATES FROM
MAY 15 to OCT. 15

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COLORADO

Its ozonated, mile-high atmosphere and glorious sunshine will whet the appetite and make the little ones the embodiment of health and happiness. Take them by the Rock Island to the Rockies and give them a real vacation.

The **deLuxe Rocky Mountain Limited**

with stenographer, barber and valet, is only one of many splendid trains daily from Chicago, St. Louis, Kansas City, Memphis and Birmingham. Every detail you might expect in de luxe service. The only route to both Denver and Colorado Springs direct.

Send tonight for "Under the Turquoise Sky," or "Thro' Scenic Colorado and Yellowstone Park to the Alaska-Yukon-Pacific Exposition." Free on request.

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Rock Island-Frisco Lines

An Opportunity To Learn

Shorthand by Mail Instruction by Expert Reporters

The most important element in the business education of the successful young man or woman of to-day is a knowledge of SHORTHAND. Fifty years ago there were less than a score of expert shorthand writers in the United States. Today there are thousands, and the constantly increasing demand for more is not met by the supply. Two decades ago a large share of the business correspondence of this country was conducted in longhand. Today an army of men and women stenographers conduct the business correspondence of modern enterprises, and, by reason of the superior facilities which stenographers have for learning the business where they are employed, they are qualifying for advancement where they will take the places of our present-day successful business men. This is demonstrated by the fact that a large proportion of our leading business men, lawyers, judges, statesmen and executive heads of great industries are former stenographers.

The more competent the stenographer the better are his opportunities to advance from shorthand to a higher position. This is self-evident.

The number of court reporters in the United States has doubled in the last few years, and the demand for court reporters has correspondingly increased, and is continually increasing. Court reporters are considered expert stenographers. The school qualified to teach court reporting by mail is that much better qualified to teach commercial shorthand by mail. Expert shorthand is more easily learned than shorthand which does not produce expert reporters.

The Success Shorthand School is conducted by expert shorthand reporters. It teaches shorthand by mail. It trains the pupil in the duties of expert stenographers, private secretaries, high class and well paid shorthand writers.

The following are a few of our successful graduates:

Salem Ford, Court Reporter, Court House, Birmingham, Ala., formerly wrote Gregg.
W. F. Cooper, Court Reporter, Tucson, Ariz. (recently elected Judge), formerly wrote Graham.
D. T. Wells, Court Reporter, Monticello, Ark., a beginner.

L. J. Luce, Court Reporter, Box 93, Delta, Col., formerly wrote Graham.

Miss Lena Alfman, Court Reporter, 709 B'ount Bldg., Pensacola, Fla., formerly wrote Pernin.

H. H. Ford, Court Reporter, Savannah, Ga., a beginner.

John R. Slenker, Court Reporter, Court House, Peoria, Ill., formerly wrote Benn Pitman.

Harold B. James, Court Reporter, Amboy, Ill., a beginner.

W. A. Seiler, Court Reporter, Kansas City, Kans., formerly wrote Benn Pitman.

Elmer G. Powers, Court Reporter, Beaver, Ia., formerly tried to write Boyd Syllabic.

Geo. H. Miller, Court Reporter, Ottumwa, Ia., formerly wrote Graham.

Geo. W. Reichard, Court Reporter, Olathe, Kans., a beginner.

Geo. A. Mahone, Court Reporter, Woodland Ave., Sta. E, Arlington, Maryland.

W. C. Brown, Court Reporter, No. 1 Russell St., Worcester, Mass.

B. D. Connolly, Court Reporter, 1277 Wabash Ave., Detroit, Mich., formerly wrote Gregg.

J. W. Neucom, Court Reporter, Crookston, Minn., formerly wrote Munson.

Chas. A. Cheney, Court Reporter, 3802 Windsor Place, St. Louis, Mo., formerly wrote Barnes.

R. P. Jackson, Court Reporter, Great Falls, Mont., formerly wrote Benn Pitman.

Alonzo G. Stewart, Court Reporter, 1141 Mattison Ave., Ashbury Park, N. J., formerly wrote Gregg and Benn Pitman.

W. H. Ungles, Court Reporter, Alamogordo, N. M., formerly wrote Benn Pitman.

C. H. Gorman, Court Reporter, Eureka, Nev.

C. W. Elmer, Court Reporter, City Court, New York City, N. Y.

F. C. Eastman, Court Reporter, Warsaw, N. Y.

Miss Mathea Nymon, Court Reporter, Fargo, N. D., formerly wrote Benn Pitman.

James A. Newirk, Court Reporter, Cleveland, Ohio, formerly wrote Benn Pitman.

Sam R. Criswell, Court Reporter, Durant, Okla.

S. Z. Culver, Court Reporter, Sa'em, Ore., formerly wrote Cross Eclectic.

Miss Carrie A. Hyde, Court Reporter, Erwin Block, Terre Haute, Ind.

Harry A. Folk, Court Reporter, Paul Jones Bldg., Louisville, Ky., formerly wrote Gregg.

Parker D. Hansel, Court Reporter, Memphis Trust Bldg., Memphis, Tenn.

C. R. McGinnis, Court Reporter, Fort Worth, Texas, formerly wrote Gabesberger.

O. F. Johnson, Court Reporter, Logan, Utah, formerly wrote Gregg.

Geo. B. Munday, Private Secretary to Gov. Swanson, Richmond, Va.

E. C. Winger, Court Reporter, Point Pleasant, W. Va., formerly wrote Benn Pitman.

Frank N. Steele, Court Reporter, 123 Seventh Ave., Seattle, Wash., formerly wrote Gregg.

V. T. Neander, Court Reporter, Ashland, Wis., formerly wrote Benn Pitman and Graham.

Walter A. Evers, Court Reporter, Wausau, Wis., formerly wrote Munson.

Upon application to whichever school is nearer to you, you will receive a catalogue of the Success Shorthand School, entitled "A Book of Inspiration." No charge is made for this catalogue. If you are a stenographer and desire to improve your knowledge of shorthand, state present system and experience.

The Eastern office of the Success Shorthand School is Suite 67, 1416 Broadway, New York City. The Western Office of the Success Shorthand School is Suite 76, 79 Clark Street, Chicago.

Those applying for our catalogue are not annoyed by personal solicitation—we do not bother one with urgent and persistent letters. We are glad to send our catalogue to any one who is interested.

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"THIRTY"

replacing higher priced cars?

You doubtless will find in your own city numerous instances of such change.

And this presents a serious and significant question for all automobile buyers.

These men who have changed must have had some strong irresistible incentive.

How did they come to the conclusion that a thousand or even two thousand dollars more would buy them no greater service or satisfaction than they secure in the Cadillac?

It is not easy to answer that question; because it is not easy to tell you, in this limited space, how good a car the Cadillac is.

Thirty minutes' study of the Cadillac plant would send you away convinced that no car in the world—at any price—is more painstakingly, scientifically made.

Most men who have owned costlier cars are good judges of construction and better judges of service; and to them, as to expert engineers, the mechanical goodness of the Cadillac is an open book.

They see at a glance that a thousand or even two thousand dollars additional can buy them nothing more save—size.

And yet, the Cadillac "Thirty" is by no means "small." It is a large, roomy, five-passenger car.

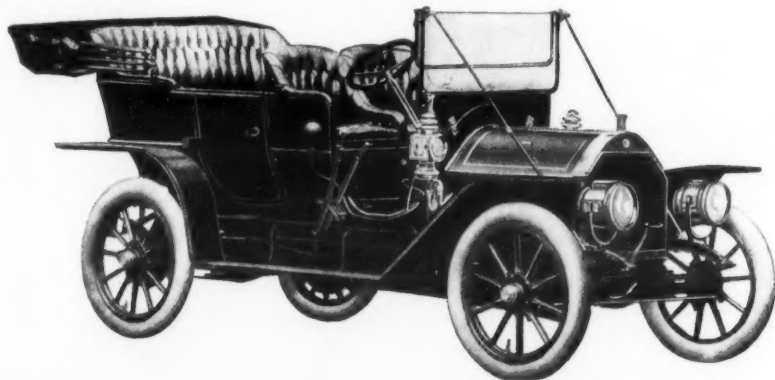
Cadillac "Thirty"

Four cylinder
30 horse power
Selective type sliding gear transmission
Shaft drive
106 inch wheel base
Ample five passenger capacity

\$1400⁰⁰

F. O. B. Detroit

(Including three oil lamps and horn)



Cadillac Motor Car Company, Detroit, Mich.

Member A. L. A. M.

A Happy Marriage

Depends largely on a knowledge of the whole truth about self and sex and their relation to life and health. This knowledge does not come intelligently of itself, nor correctly from ordinary everyday sources.

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by William H. Walling, A. M., M. D., imparts in a clear, wholesome way, in one volume:

- Knowledge a Young Man Should Have.
- Knowledge a Young Woman Should Have.
- Knowledge a Father Should Have.
- Knowledge a Mother Should Have.
- Knowledge a Father Should Impart to His Son.
- Medical Knowledge a Husband Should Have.
- Knowledge a Young Woman Should Have.
- Knowledge a Young Wife Should Have.
- Knowledge a Mother Should Have.
- Knowledge a Mother Should Impart to Her Daughter.
- Medical Knowledge a Wife Should Have.

Rich Cloth Binding, Full Gold Stamp, Illustrated, \$2.00.
Write for "Other People's Opinions" and Table of Contents.

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GREATEST LAUNCH OFFER EVER MADE

Price \$110

Length 16 feet
Beam 4 ft. 2 in.
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Mullins "1909 Special" is a trim, speedy, elegantly equipped Mullins Steel Launch—with a guaranteed speed of 9 miles an hour—Improved 3 H. P. Two Cycle Reversible Engine and Mullins Silent Underwater Exhaust. Mullins Patented Steel Construction like torpedo boats with large six chambers like life boats, insures speed and absolute safety. Our complete catalogue of Launches, Motor Boats, Marine Engines, Row Boats, Hunting and Fishing Boats gives complete specifications of the "1909 Special" and full particulars regarding our entirely new line of 1909 Models designed by Whittelsey & Whittaker of New York—the most successful naval architects in America. When you want your boat you will want it at once, not three months later; so write today for our catalogue.

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Among Correct Dressers **Blum & Koch** Straw Hats are most favored

provided you send name of your Father.

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COLLIER ART PRINTS
contains 132 illustrations of

the works of Maxfield Parrish, Howard Pyle, Frederic Remington, Jessie Willcox Smith and other foremost American artists. A feature of the book this year is a series of full-page pictures and intimate sketches of the artists themselves.

For 15 cents we will send you this Book prepaid and Rebate the 15 cents with your first purchase of \$1.00 or more. This book is a thing of beauty and of educational value—too valuable to send free—but when you realize that it contains 20 Gilson reproductions, 25 Remingtons, and Maxfield Parrish's beautiful Arabian Nights and Wonder Tales Prints, Edward Penfield's Animal Pictures for the Nursery, Jessie Willcox Smith's Pictures of Children—132 in all—it is certain you will want the book and some of the pictures as well. Mail 15 cents in stamps. Address

PRINT DEPT., P. F. COLLIER & SON, 413 WEST THIRTEENTH STREET, NEW YORK

COLLIER'S NATIONAL HOTEL DIRECTORY

BALTIMORE, MD.

* **The Rennert** E. \$1.50. Baltimore's leading hotel. Typical southern cooking. The kitchen of this hotel has made Maryland cooking famous.

CHICAGO, ILL.

* **Chicago Beach Hotel** 51st Blvd. and Lake Shore. American or European plan. An ideal resort for rest or pleasure—only 10 minutes' ride from the city's theatre and shopping district—close to the famous golf links, lagoons, etc., of the great South Park System; 450 large, airy rooms, 250 private baths. There is the quiet of lake, beach and shaded parks, or the gaiety of boating, bathing, riding or driving, golf, tennis, dancing, music and other amusements. Table always the best. Orchestra concerts add to the delights of promenades on its nearly 1000 feet of broad veranda, which overlooks Lake Michigan beach. Write for illustrated booklet.

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* **CLENDENING APARTMENT HOTEL** 198 W. 103 Street. Select. Home-like, Economical. Suites of Parlor, Bedroom and Bath \$1.50 daily and up. Write for booklet & with map of city.

* **Latham** 5th Ave. and 28th St. New fireproof hotel. Very heart of New York. 350 rooms, \$1.50 and up. With bath, \$2 and up. H. F. Richey, Manager.

SUMMER RESORTS

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* **Chalfonte** ATLANTIC CITY. The one suggests the other; one of the world's most famous resorts; one of the world's most attractive resort houses. The best place for rest, recreation, and recuperation. Write for reservations to The Leeds Company. Always Open. On the Beach. Between the Piers.

NIAGARA FALLS, ONT.

* **The Clifton** Directly facing both Falls. Just completed and up-to-date. Open winter and summer. \$1 to \$6. American Plan. Booklet on request.

CAPE COD, MASS.

Spend Your Vacation on Quaint Cape Cod

Ideal for vacations—seashore, woods, country, fishing, boating, bathing

Send for free beautifully illustrated book.

A. B. Smith, G.P.A., Room 183, New Haven, Conn. New York, New Haven & Hartford R.R.

FOR the benefit of our readers we have classified the various hotels in the United States and Canada according to tariff in their respective cities. One asterisk (*) will be placed opposite the advertisement of the hotel which appeals to an exclusive patronage demanding the best of everything. Two asterisks (**) indicates the hotel which appeals to those who desire high-class accommodations at moderate prices; and three asterisks (***) indicates the hotel which appeals to commercial travelers and those requiring good service at economical rates.

COLLIER'S Travel Department, 426 West Thirteenth Street, New York City, will furnish, free by mail, information and if possible booklets and time table of any Hotel, Resort, Tour, Railroad or Steamship Line in the United States or Canada.

Special Information about Summer Resorts

Write us where you want to go and we will advise you the best route and where to stop.

TOURS

AMERICAN, EUROPEAN, ORIENTAL

Information regarding tours to any part of the world will be furnished free upon request by letter to COLLIER'S TRAVEL DEPARTMENT
420 W. 13th Street, N. W. York

Alaska-Yukon Exposition—

A series of escorted tours leave New York, Boston and Philadelphia during July and August, including also Colorado, Yellowstone Park, Canadian Rockies, etc.—Limited membership—Leisurely travel—Send for circulars.

THOS. COOK & SON, 245 Broadway, NEW YORK, also Boston, Philadelphia, Chicago, etc.

AROUND the WORLD CRUISES

By S. S. Cleveland, 18,000 tons, brand new, Oct. 16, '09, from N. Y., and Feb. 5, '10, from Frisco, \$650 and up. 12th Annual Orient Cruise, Feb. 5, '10, \$400 and up. By 12 yd S. S. "Grosser Kurfuerst," 73 days, including 21 days Egypt and Palestine.

FRANK C. CLARK, Times Building, New York.

EUROPE Send for booklet. Best Way to See Europe at Moderate Cost.
J. P. GRAHAM, IDEAL EUROPEAN TOURS, Box 1005-K, Pittsburgh, Pa.

THE IDEAL WAY

Collier's

Saturday, June 19, 1909



Alaska-Yukon-Pacific Exposition. Cover Design.

With the Eye of the Mind. Frontispiece. Painted by Frederic Remington

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Volume XLIII

Number 13

P. F. Collier & Son, Publishers, New York, 416-430 West Thirteenth St.; London, 10 Norfolk Street, Strand, W. C. For sale also by Daw's, 17 Green Street, Leicester Square, W. C.; Toronto, Ont., The Colonial Building, 47-51 King Street West. Copyright 1909 by P. F. Collier & Son. Entered as second-class matter February 16, 1905, at the Post-Office at New York, New York, under the Act of Congress of March 3, 1879. Price: United States and Mexico, 10 cents a copy, \$5.20 a year. Canada, 12 cents a copy, \$6.00 a year. Foreign, 15 cents a copy, \$7.50 a year.

NOTICE TO SUBSCRIBERS.—Change of Address.—Subscribers when ordering a change of address should give the old as well as the new address, and the ledger number on their wrapper. From two to three weeks must necessarily elapse before the change can be made, and before the first copy of Collier's will reach any new subscriber.

ADVERTISING BULLETIN

NO. 8

COLLIER'S ADVERTISING COLUMNS AND SOME FIGURES

IN this number of Collier's there are 197 advertisements. Each one, from the little \$10.00 which costs the advertiser \$10.00, to the beautiful color page for which the advertiser pays \$2,400.00, has its own part to play in present day commerce. Whether or not you answer any of the advertisements, you are nevertheless in some way affected by them.

Hundreds of persons, skilled in their various crafts, have had to do with the preparation of these advertisements, and the total cost to the advertiser for their work has been well up in the thousands.

To place these 197 announcements in your home and in the homes of half a million other subscribers, these advertisers have paid Collier's a total of more than \$22,000.00.

Every one of these announcements of merchandise news (for advertising really is merchandise news) large or small has its influ-

ence upon the Collier half million. Many thousands of letters will go to the advertisers represented in this issue from Collier's readers in every state of the Union and in foreign countries as well, who want further information regarding the goods advertised, the places where they can be purchased, etc.

Consider that as a direct result of advertising in this one number, Collier's readers will spend say \$300,000 (and this is only an average of 75c per subscriber) to secure the various benefits advertised. Then you will more surely appreciate how careful Collier's must be that none but honest manufacturers and merchants are admitted to our columns and that the claims they make for their goods are in every way reliable. With everyone represented in this issue you may deal with that feeling of security and satisfaction that you have when you buy from a man with whom you are personally acquainted.

F. L. Patterson

Manager Advertising Department

IN NEXT WEEK'S BULLETIN—"Why you get your money's worth when you buy advertised goods"

IN ANSWERING THESE ADVERTISEMENTS PLEASE MENTION COLLIER'S

LOOK for THIS LABEL

"The Underwear of a Gentleman" represents the greatest degree of Summer comfort—coolest, longest wearing, most satisfactory summer underwear made.

Loose Fitting
Knee Drawers
Coat Undershirts
Pajamas

\$1.00 and more the garment
\$1.50 and more the suit

of special fabrics, Nainsook, Pongee, Linen and Silk.

At leading shops everywhere throughout the country. Style book about the "Underwear of a Gentleman" free on request to Dept. W

GOTHAM UNDERWEAR CO.
93-95 FRANKLIN ST., NEW YORK

BREATHE-RITE

If you have any regard for your personal appearance, or your health, you should wear a **BREATHE-RITE** brace.

The **BREATHE-RITE** brace holds the body gently but firmly erect, whether walking, sitting or standing. It corrects round shoulders and strengthens the back. Made of white, washable elastic fabric. The ideal summer brace, weight two ounces. A blessing for growing boys and girls. One size fits anybody.

You Can't Breathe Wrong with **BREATHE-RITE**

Sent prepaid anywhere on receipt of price—One Dollar.

BREATHE-RITE MFG. CO., Room 1012, 45 W. 34th St., N. Y.

Send for descriptive folder. Money back if not pleased.

SUCCESS HAND VACUUM CLEANER \$15

In one operation, cleans, sweeps and dusts. No pipes, no wires or other installation. Ready for instant use. Weighs only 8 lbs. Lasts in continuous use for years. Unconditional refund if not wholly satisfactory. Agents and dealers wanted. Our proposition is a whirlwind for business. Our agents making big money. Write quick for discounts and full selling plan.—Hutchinson Mfg. Co., 381 Wood St., Wilkesburg, Pa. (Greater Pittsburgh).

POWER In The A. B. C. AUTO

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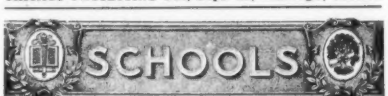
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Editorial Bulletin

Saturday, June 19, 1909



Next week's issue will be the Fiction Number for July and will contain the following stories:

The Guest That Tarried

By

SIR GILBERT PARKER

Here is a tale of a brave community at work on the immense acreage of the North. There is seldom published a short story so carefully wrought as "The Guest That Tarried." It leaves a lasting impression, like that of a well-rounded novel, as if one had lived with the folks therein that come and go, had known them a long time and grown fond of them from old acquaintance and long-time association. The story is rich in atmosphere, through which a half-dozen hearty, song-loving, Irish temperaments flicker and scintillate and shed kindness. The wise but over-worked doctor, the bewildered Methodist minister, the sudden, unexpected millionaire, are a few of the characters that contribute life to this little community drama. The ne'er-do-well, with a golden voice and fifteen years of vagabondage, redeems himself and repays the kindness of all that time by an act of absolution complete and daring. With the same act of self-sacrifice that made the little hero of "The Story of an African Farm" famous, the vagrant of this tale pulls out his wrecked life as if by fire.

Buddha's Eye

By

JUSTUS MILES FORMAN

"Buddha's Eye" is the tale of a ruby—a sinister stone which carried its Oriental traits to England.

At one time it was an eye in the forehead of Buddha ("a standing-up Buddha, not a squatting-down one") and powerfully attracted two Englishmen, who were caught by its gleam in the dusk of a Hindu temple. From that instant it becomes the pivot of events. Rolling to the feet of Lord Bray's great-grandfather, it poisons the fate of the Borrolds. Through several generations their respectable blood runs riot.

Along comes Milly the dancer—Milly with the single passion for jewelry—who sees the ornament on the neck of the Countess, and "all the other passions, human ones, that she ought to have had and didn't, got twisted in that direction."

Bread Upon the Waters

By

PAUL ARMSTRONG

This story, with all the speed of the "city room" and curt journalistic contact, runs two men through the news mill.

A city editor, "bloodless as the stinging sleet," thrusts an assignment at a young reporter who is haunting him for a job. This brings the two for a short time together, but they soon veer apart.

Subsequently, the "yellow wave" hits the city "like a hot wind." Each man meets it according to his make-up—one carried in full sail before it, the other attempting to stem it.

June 19



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Painted by FREDERIC REMINGTON

*"Lo, the poor Indian! whose untutor'd mind
Sees God in clouds, or hears him in the wind."*
—ALEXANDER POPE



Collier's

The National Weekly



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June 19, 1909

Self-Respect

PRESIDENT TAFT is a solid man. The country believes him to be like GROVER CLEVELAND, substantial, dependable, rock-like in his regard for the sacredness of his given word. Mr. TAFT knows what his campaign promises were. If those promises were not sufficiently substantial to hold him now to the keeping of them as a matter of good faith to the whole public, he can not be held by considerations of private esteem. If he is not stirred by motives of public welfare, still more futile would be any consideration that pertained to him as a man among men. And yet those subtle things which determine a man's standing among his immediate fellows, those aspects of his bearing by which those who see him every day take his measure, the estimate which is expressed in unconscious deference or lack of deference, that impression of a man which is acquired by those who are near him, through close observation and daily conduct, which is expressed less in the words of the tongue than in the shading of the voice—these things do, after all, go to a man's foundation rocks. No man can afford to ignore these things—not even one so fortunate as the President in the predisposition of the public to think well of him. If President TAFT will read the tariff debates in the Senate, particularly if he will read those passages in which his promises of a reduction downward are alluded to as a reason for lower schedules by Messrs. BEVERIDGE and DOLLIVER on the one hand, and scorned on the other hand by Messrs. ALDRICH, LODGE, and the majority who are actually making a revision that is *not* downward—if President TAFT will read those passages, he will not anywhere find a word of overt disrespect; but he will be conscious, through page after page, of a spirit that can be expressed in these words: *His promises? Shucks!*

The Test

IT IS PRESIDENT TAFT, not the Senate, that must make good to the people. The Senate made no promises. President TAFT must either veto the tariff bill or prove to the people, face to face on the public platforms where his promises were made, that the tariff bill which he signs is a substantial revision *downward*. And this proof can be made by no long compilations of confusing figures, by no devil-and-stump hippodrome of how the maximum will reduce the differential, and the ad valorem will sit on the minimum's neck. There is but one test clearly intelligible to the plain people to whom the promise was made: whether Mrs. John Smith, frugal housewife in Spokane, gets her sugar next year *cheaper*; whether Farmer Williams of Lyon County, Kansas, buys the lumber for his barn next year substantially *cheaper*; whether the underclothes, the stockings, the woolen winter suits, and the other items that make up ten million household budgets are, next year, substantially *cheaper*. This, and this alone, will make the difference, when Mr. TAFT makes his next trip among the people, between a friendly sea of faces, or a justly indignant one.

Not Downward

LET THERE BE NO MISTAKE about the facts. In the Senate the tariff is not being revised *downward*. The people will know this a few months hence by the prices they pay. But it is important they should know it *now*. Not only is the revision being made upward in the sense that twenty-five per cent is greater than ten per cent, as in one of the cotton schedules; in more devious, cunning ways the figures are being raised—in ways that make it possible for Mr. ALDRICH to throw smoke around the facts, and by sublime bluffing confuse even many members of the Senate. He has at his command several tariff experts, skilled in intricacies, intimately familiar with all the court decisions on tariff cases. It is these men, as Senator LA FOLLETTE has repeatedly pointed out, who are really writing the tariff. They are able to so change the terminology of the Dingley bill, to so classify the schedules, to so word the law, as to get the maximum of upward effect with the least appearance of raised figures. They know just what language must be so interpreted by a court as to give the very highest protection. Finally, Mr. ALDRICH proposes now, as an incident to the new bill, to take all tariff cases out of the jurisdiction of the regular United States courts, to create a special customs court, and to pack that court with the very experts who are now writing his bill for him. Mr. ALDRICH is fond of these star-chamber experts. When he was engineering the Dingley bill through the Senate he had one who was secretly in the pay of the woolen manufacturers, but officially clerk to the Senate Finance Committee.

The Bogy

MR. TAFT need not be frightened at the bogy of delay. Very soon after his veto a chastened Senate, freed from the Aldrich autocracy, would give him an honest revision. Mr. TAFT should not be the man to be swept off his feet by tales of palpitating prosperity straining at the leash. Better two weeks of delay now than ten years of tribute.

Shorter and Uglier

THE MORE ENLIGHTENED among Uncle Joe's friends, while admitting most that this paper has from time to time said about him, have claimed for the Speaker certain old-fashioned personal virtues of straightforwardness and veracity. We are compelled to doubt these extenuations. In an article in the June "Century," to which Mr. CANNON's name is signed, we find this sentence:

"A New York publisher conducts a campaign against the Speaker and the House rules, and at the same time sends his confidential agent to the Speaker's friends with a demand for an appropriation of \$50,000 from the Federal Treasury for his own pet project."

By "a New York publisher" Mr. CANNON means the publisher of COLLIER'S: "his own pet project" is the Lincoln Farm Association. The inference intended is a new variation of an old falsehood. Last fall, when Uncle JOE was deep in a desperate fight for reelection, the Hoopston (Illinois) "Daily Chronicle," and others among his partizan papers, brought to his defense the stupid invention that COLLIER'S had offered, for \$1,000, to print a laudatory article about the Speaker, giving Uncle JOE himself as the authority for their story. Subsequently, CANNON said he had been misquoted. About the same time one of Chairman TAWNEY's papers, the Winona (Minnesota) "Republican-Herald," accounted for COLLIER'S opposition to CANNON and TAWNEY by saying that these gentlemen had "declined to assist COLLIER'S in looting the United States Treasury in the interest of COLLIER'S private graft." It is true that COLLIER'S has criticized Mr. CANNON's political course pretty steadily for the past three or four years. It is true that the publisher and the editor of COLLIER'S are associated with the Lincoln Farm Association, which undertook to raise, by popular subscription, \$250,000 to place a memorial on the farm where LINCOLN was born, at Hodgenville, Kentucky. This association did petition Congress about a year ago for \$100,000 to add to the \$150,000 already raised, because it had become apparent that, owing to the association's refusal to accept more than \$25 from any one private subscriber, the entire sum could not, as a matter of time, be raised early enough to complete the memorial for the Lincoln centenary, last 12th of February. COLLIER'S did not vary its course toward Mr. CANNON while this petition was pending. The naïveté of our failure to do this was suggested to us at the time by many of Mr. CANNON's friends, as it is frankly pointed out by Mr. CANNON now. As a matter of fact, the two articles of ours at which the Speaker has taken most offense were printed the same month when the Lincoln Farm Association's petition was pending before Uncle JOE's Appropriation Committee. It had not occurred to us that it was necessary to keep editorial silence about Mr. CANNON in order that a patriotic association might get a hearing before the House of Representatives. Apparently it had occurred to Mr. CANNON to purchase immunity from criticism with the funds of the United States.

An Obituary

THE FAITHFUL SERVANT in a republic is said to be a rare thing; but is not gratitude for loyal service unusual also? At any rate, it moves the heart to read such a tribute as Dr. HENRY G. SPOONER of Stanton, Florida, paid to his "mammy" in the obituary notice which he wrote for her:

"Aunt TINA JAMISON, beloved wife of MACK JAMISON of Stanton, Florida, died early this morning of apoplexy. Tired as her old feet were, she never failed to do her duty. In washing a dish or roasting a joint of meat, she took infinite pains, and no horse or cat or dog left in her charge ever suffered for water. Aunt TINA was of the type of the old-fashioned colored woman, fast disappearing from the face of the globe, who reared the children and tenderly guarded their infancy. For four generations she worked for the writer's family, but never failed once to keep her word. God bless her."

She kept faith, and did what came to her hands to do with infinite pains! This is a tribute which would equally well fit the tombstone of a particularly good king.

One Man

NEVER A CLASS DRIFTS out of New Haven on graduation day but sings the song:

"Good-by, Charley, we must leave you.
Good-by, Charley Dear."

His name isn't Charley. It is HENRY P. WRIGHT. But he is Dean of Yale, and has been for twenty-five years. This Commencement the singing will have a new and deeper accent, as he ends his active life with the close of June. There are few of the thirty thousand graduates that do not have a personal fondness for Dean WRIGHT. He is reserved, shy, sensitive beyond most, but every inch a man. And somehow, without the poor instrument of words, he has been able to express a tenderness of heart, a vigor and justice of discipline, that won the respect and then the hearty liking of the thousands of young men that have passed through his office. Because of his manifold and intimate duties, he has been in closer personal relation to the student body than any other person on the campus. He knew the demerits of the men, their lapses in scholarship, their tardiness, absences, escapades. He believed in men. He was in harmony with his work. There was no loss in "waste motion," in friction, in ill-aimed blows. Every hour of his working life was fertile in results.

Books of the Day Before Yesterday

ONE BRIEF PARAGRAPH in the accounts of GEORGE MEREDITH'S career recalled the fact that a single year, 1859, saw the publication of four mighty books: "The Ordeal of Richard Feverel," "Adam Bede," "A Tale of Two Cities," and "The Virginians." What year since has equaled this record for permanent worth? This is the season when women, making up their lists to take away for summer reading, eagerly post themselves on books of the day and the late best sellers. To women who spend their summers in seaside and mountain hotels it probably doesn't avail much to speak a word for the books of the week before last. Only a few persons, anyhow, read books for acquaintance with noble minds, or have the intellectual independence to choose their reading according to their own tastes. Unhappily, most people choose their reading largely as a social matter, with as sharp an eye to the current fashion as in choosing their clothes, in a panicky fear lest they be found not well posted on what other people are talking about. This, in books as in everything, is fundamentally the case of persons who, having no standards of their own, are feverishly eager to be like the great majority and agreeable to it. Is that woman, who insists upon lightness and amusement to leaven her summer, sure she has exhausted the possibilities of "Miss Kilmansegg and Her Golden Leg," whose quality may be guessed from the distinction that it is best among the humorous poems of an author who wrote the best pun in the English language? If children are not led to like good books in their youth, they will never acquire the habit later on. Persons who like the disjointed remarks in this editorial will find much more in a similar vein in FREDERIC HARRISON'S "Choice of Books."

The Month of the Blistered Nose

WHEN THE TENNIS PLAYER begins to wind fresh tape on the handle of his racket every few days and the one who wears glasses pulls a sweat-band low on his forehead, summer is running her furnaces chock-full. It is a time when five hard sets of singles will test the stamina of the best-seasoned. (Who was it, in the credulous past, that said tennis is a young lady's game!) To acquire color—pale-brown freckles, smooth tan, or blistered red—there is no outdoor laboratory like the tennis court. Here one abandons his hat, loosens his shirt collar, and plunges about in the thinnest of clothes—wind and sun have their way with him. Saturday afternoon, early, is the time to enjoy tennis. If one plays on grass, there is the sweet-hot odor of it floating close under his nose, and there is no strong breeze, such as usually springs up later in the afternoon, to drive it away. In the early afternoon a dirt court is liveliest, the gut in the racket "pings" most musically, and the balls are never "dead." And, best of all, the sun pours down upon face and ears and neck most generously. Sweat will prevent the sort of blistering that comes to the swimmer. And when the match is finished, in sweater and wide hat, it is a pleasant thing to sit by, in intimate gossip with a late opponent, and watch the later comers chase the elusive tennis ball and get friendly with the sun.

Open-Air Theatricals

EVEN IN OUR THEATRICALS we are rediscovering the outdoors. Not only has PERCY MACKAYE'S "The Canterbury Pilgrims" been played in the open air at a score of colleges and elsewhere this spring, but the Yale undergraduate dramatic club is preparing scenes from "The Merry Wives of Windsor," Miss MAUDE ADAMS is going to act SCHILLER'S "The Maid of Orleans" in the Harvard Stadium, and many towns have presented or are going to present historical pageants. Even settlements and unacademic dramatic clubs have acquired the pleasant habit now, and working girls enact "Twelfth Night" on a Dedham lawn, while boys convert a grove in Riverdale, New York, into Titania's abode. It is not beyond the bounds of possibility, if this keeps on, that some one of our playwrights may turn poet and write a modern mask. When the extreme simplicity of the open-air stage is considered, especially at night, darkness and foliage serving as flies

and wing pieces and back-drop and "atmosphere," and when the enormous aid to the amateur actor of natural setting in creating a sylvan or poetic mood is borne in mind, one is astonished only that the revival of open-air theatricals has been so long in coming. Why give "The Deestriet School" in a stuffy town hall, when you can give "A Midsummer-Night's Dream" just as well on the edge of a real grove, of a warm June evening? Why serve only strawberries and melty ice at your charity lawn party, when you might more charitably offer a charming play? Have any amateurs tried ROSTAND'S "The Romancers" out-of-doors? One doesn't need the Bohemian Club's grove of red-woods for a stage. A corner of John Smith's lawn, between the beach and the syringa bushes, can become a Forest of Arden, ringed by the darkness and touched with SHAKESPEARE'S magic wand. And what small town is so poor in tradition that it has no story of Indian massacre or pioneer caravans that might be reproduced after the manner of the English historical pageants?

Divorce

AN AGGRESSIVE AMERICAN HEROINE with an insatiable appetite for freedom and a genius for selfishness is presented by Mrs. HUMPHRY WARD in her latest novel, "Marriage à la Mode." This heroine, having led a wilful girlhood, secures a Dakota divorcee from her English husband for these reasons: That he did not love her very much, that he married her for her money, and that he was shilly-shallying with an old sweetheart. A good many Americans of feeling will agree with all English of sensibility about the validity of this excuse for so serious an offense against public welfare as a divorce, particularly since there was a child in question. But while we recognize the arraignment Mrs. WARD tacitly brings of intrinsic selfishness in American women, we wonder not a little why she fails to condemn the equally offensive selfishness of her Englishman, who crossed the Atlantic, at the bidding of his mother, for the purpose of securing a rich American wife, needed to repair the ruined fortunes of the English house. And by what conjuring with the virtues is she able to make the woman detestable and the man pathetic, when each was basely and cruelly self-centered? Apparently our standards differ. Americans are romantic. They detest the idea of a mercenary marriage; and it takes a stern morality to look upon this romantic quality as a fault. This insistence upon romance is at the bottom of no small proportion of American divorcees. When love flies out of the window the expectant and sentimental American, who hates failure, sorrow, patience, dullness, and resignation, looks about for some avenue of escape from an untoward destiny—and often finds it. That this appetite for happiness is inordinate there is no denying; that such ideality, which must decorate life even at the cost of personal integrity, is wild and extravagant, all must admit; but at least the chill offense of the marriage for money seldom is ours. Not to defend our tolerance of divorce, how can Mrs. WARD, that rigid moralist, ask us to sympathize with a mercenary hero, who sinks marriage to a mercantile transaction? Here, it appears, the English cousin differs substantially in his point of view from us, and if he is frankly amazed at our domestic facility, we are sincerely surprised at the *sung froid* with which he confesses to the venal motives which frequently prompt his courtship.

Of the Dead, Nothing but Good

THERE DIED IN BUTTE the other day one of the last of an almost extinct race—the old-time frontier gamblers. Of them little good has been written. Now and then some churchman, seeking the salvation of the mining camps and disheartened by the barren soil, was given such moral help as the fraternity was capable of, and riotously of its substance. Singularly enough, these men of the cloth have borne the only eloquent written testimony to the white charity of the gambler. In the pages of fiction he was the central figure in evil brawls and plots. Yet truth compels the statement that this product of a fiercer civilization had qualities, other than marksmanship, that commanded no mean respect where he was best known. Perhaps because the fraternity was wholly bad, as a rule, did these better men of their class stand out as strong leaders in the forces that moulded our frontiers into cities and States. Alert and keen they were, as men who survived a time when the pomp of power and the kingdom of men were both represented by the six-shooter. Their business was, until a few years ago, lawful in many of the Western States. Legislators haggled over stud-horse poker, faro, roulette, and fan-tan, and the tax these games should pay. When frontier society got to the point of derby hats, four-in-hands, and polished shoes, the gambler asked no place in the social order. In the changing fashion he felt the indignity of his calling. Outlawed, he fought pitifully for his ancient rights; but his race was run. He was a part, nevertheless, and, outside of his calling, a not unworthy part, of those courageous, dynamic forces which finally became abiding communities; and in a world where virtue is often comparative, and where surely it shines the more brightly for its evil setting, let us pay him that meed of praise. At least he looked his victim in the eye, defended by no greater barrier than a three-foot table. Perhaps he was no worse than the man of our own time who, secure in the deepest labyrinth of organized society, takes, under form of law, toll from the food and clothes of the poor, or the one who lures to financial distress by flaring advertisement the dupes of this foolish world.

Alaska

in 1959

By
WALTER
E.
CLARK

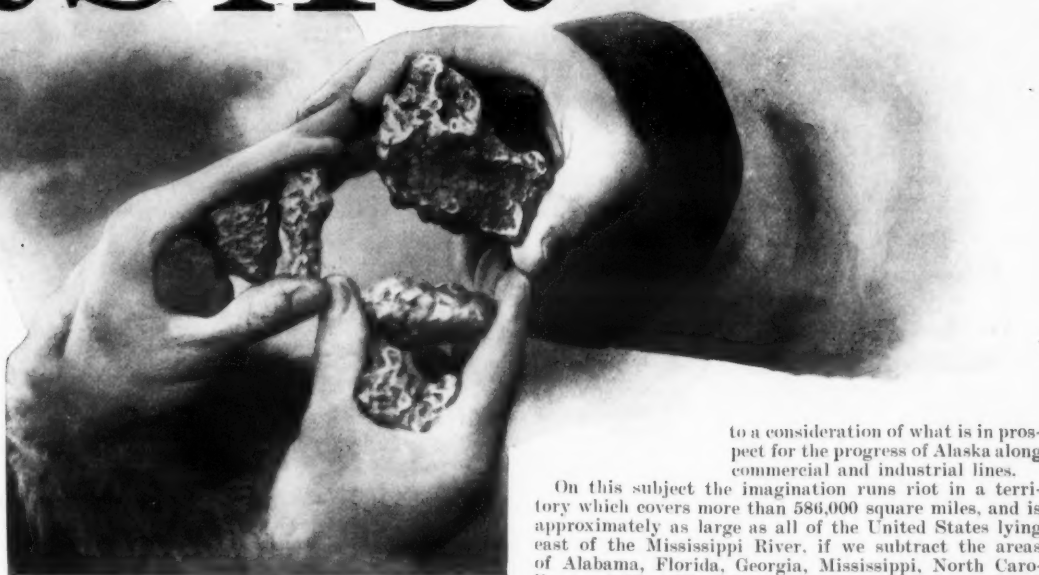
Recently appointed
Governor of Alaska

A Glance at the Future of a New Empire

NO MAN can tell what Alaska will be in fifty years. Violence is done to the best tenets of journalism by this observation, when it is considered that the subject assigned to me calls for some views, opinions, or beliefs as to what may be expected to transpire in Alaska between now and 1959. Even the cub reporter seldom introduces his "story" with such a statement as, "There was no news at the City Hall today," and forthwith writes a column, for his city editor naturally expounds, perhaps with profanity, the elementary rule that the writer should not "play down" his subject. "No man can tell," nevertheless, will do. It is intended to convey the impression, not of a barren subject, but of possibilities so vast that the powers of adequate—or, at least, accurate—prediction are baffled. Alaska is a natural empire of extensive proportions to which the eyes of adventure and capital alike are turning. The intelligent old men who are living in 1959 will be able to say that they "knew" fifty years before that a wonderful development of natural resources was on the way.

A Land of Vegetables and Flowers

THE inertia of public opinion is very great, and the geographical and other misconceptions of Alaska, which are legion, are difficult to overcome. Apologies, then, to the exclusive circle of the truly well-informed, while it is remarked that the northern empire which was acquired by the United States in 1867 is not coextensive with that region which immediately surrounds the poles of the earth. It is singular that the popular notion of Alaska peoples the greater part of the Territory with Eskimos, clothes at least its northern area in perpetual snow and menaces navigation with icebergs. Of course, it is now pretty generally understood that white men are carrying on great mining and fishing industries in Alaska. Certainly it is not as well known that vegetable and flower gardens as far north as Fort Egbert are being cultivated with much success. It is fairly well known that there is a great and growing commerce between Alaska and the States. But how many thousands of intelligent persons know that all of the Alaskan ports except those of Bering Sea are open in winter as well as in summer? Not many. Under the circumstances one hesitates to tax the popular mind with the preposterous truth that the winter climate of Alaska's capital is as mild as that of Washington, District of Columbia, and that January weather is perhaps less severe in the Tanana Valley, which is in the very heart of the Territory, than in Montana and the Dakotas. Such a blizzard as attended the inauguration of President Taft at Washington three months ago has seldom been known in Juneau, or Sitka, or Wrangell, or Ketchikan.



to a consideration of what is in prospect for the progress of Alaska along commercial and industrial lines.

On this subject the imagination runs riot in a territory which covers more than 586,000 square miles, and is approximately as large as all of the United States lying east of the Mississippi River, if we subtract the areas of Alabama, Florida, Georgia, Mississippi, North Carolina, and West Virginia. At present the industrial and commercial activities of Alaska are being carried on within the Territory by perhaps thirty-five thousand white people. Exception will be taken to these figures; there are those who estimate the white population to be not more than thirty thousand, and there are those more enthusiastic, but certainly less accurate, who place the number as high as sixty thousand. The Federal census of next year will tell the story.

Commercial and Mineral Wealth

RELATIVELY to the population, the ocean and inland water commerce of the Territory is large. The shipments of merchandise and precious metals between the States and Alaska and between Alaska and foreign countries has already approximated \$50,000,000 in a single year. In the fiscal year 1908 the merchandise shipments alone amounted to \$26,875,373. The growth of this commerce has been steady, year by year, and on the whole it has been surprisingly rapid. Prior to 1903 the customhouses were not required to make separate reports on shipments of goods to and from Alaska, but in the fiscal year ending June 30 of that year the merchandise shipments in both directions between the Territory and the States was \$19,454,724. The gain in five years was \$7,420,649. Adverse factors have been encountered from time to time, such as a reduced catch of salmon, and the decline in the price of copper, which made the operation of certain mines in southeastern Alaska temporarily unprofitable. Nevertheless, the commerce of the Territory has increased in varying degrees year by year, and it has almost always accompanied the inauguration of new industrial enterprises or the enlargement of established projects. In the statement of these figures no account is taken of the shipments of precious metals. The gold shipments are, of course, very large, for within the last three years the annual production of gold in Alaska has been larger than that of any Territory or State except one.

By far the largest product of this Territory is gold, although the output of the fisheries has been, and still is, enormous. Probably the relative importance of these

It is easy to learn the truth about the geography and the climate of that great territory which, immediately following the purchase from Russia forty-two years ago, was known as "Seward's Folly," and it requires not much gift of prophecy to foretell that in the next half-century there will be an enormous development of natural riches in that part of the world. It is not so easy, and I have not the inclination, to predict what the political status of Alaska will be in 1959. Several eminent statesmen of the old school see constitutional or social objections to the admission of outlying Territories to the privileges of Statehood. Some of them even object to the organization of Territorial forms of government. If these objections are overruled by the statesmen of a new generation, it will be no more surprising than was that reversal of old traditions, now approved, which resulted in the acquisition of Hawaii, of the Philippine Islands, and of Porto Rico. Statehood for Alaska is surely not a question which need engage our attention at present. There are those who hold that a fully organized Territorial form of government for Alaska is not a legitimate issue at this time, although there are others who declare that this northern possession of the United States should immediately be organized as a Territory, with a Legislature elected by the people, as in Arizona and New Mexico. Avoiding this discussion, which has no place in an article which deals with the commercial possibilities of a great region during the next half-century, we may devote ourselves



Street scene in Sitka



Skagway's latitude is south of St. Petersburg's and Christiania's



Dawson City, on the banks of the mighty Yukon

Where but a few years ago there were mere tent-pitched camps along the shores of the Alaskan archipelago and through the Yukon Valley, there stand today thriving cities that resemble in their rapid growth the towns that sprang into being when Oklahoma's hospitable prairies were released to the westward course of empire

industries will be substantially the same in 1959. The remark has often been heard in the last few years that unless some sensational new gold strikes are made in the placer regions, Alaska's gold output will certainly decline before long. A more thoughtful judgment is that there is no prospect that the production of gold will be smaller for many years than it has been since 1906. It is true that there has been no great discovery like that which caused the world-wide stampede to Nome in 1900, but that was hardly to be expected, for the whole Seward Peninsula, of which Nome is now the thriving capital, was known only to the geographers as a waste of land prior to 1898. The discoveries that have been made since the Tanana Valley excitement of 1902 and 1903 have been local in character, but highly significant and valuable, nevertheless. What justifies the belief in the lasting future of the Alaska mining industry? Simply a semi-scientific but absolutely convincing appraisal of what we now have, coupled with a reasonable expectation that the surprises of the past are to be repeated at intervals during the next twenty-five or fifty years.

The Vast Wealth of Gold

THE familiar saying by those who know this northern country is that "the surface has only been scratched." Now, could it be otherwise in a period of not much more than two decades, in a country covering hundreds of thousands of square miles? Some of us earned less than low wages by mining the beach gravels close to the surf at Nome in 1900, but few of us surmised what riches were held by the unpromising tundra at our backs. Two or three outfits with drills prospected for a short time on the tundra and were laughed at while they did it. They found no prospect worthy of notice, yet it was discovered only a few years later that an ancient beach-line, blanketed by the frozen muck of the tundra, was richer in gold than the sands of the present beach. A little later a second beach-line, a few hundred yards farther from the sea, was discovered, and then a third which yielded large returns. These discoveries are cited to encourage a more general belief that Alaska gold will be found for years to come in places where its presence now is least suspected.

Precious metals have been found in Alaska from the southernmost extremity of the panhandle to the shore of the Arctic Ocean. The geologists think they know about what to expect in large portions of this area, their conclusions being based upon a series of valuable reconnaissances and surveys by the United States Geological Survey. These conclusions in given instances have been upset, for even the science of geology may err. There are many well-defined areas in which it is demonstrated that the gold-bearing gravel is of low grade, and where no rich spots are to be looked for. If one insists upon having a prediction as to what will be going on in these places in 1959, it is not hazardous to say that these gravels will be made to give up their treasure by methods of mining which require large outlays of capital and extensive equipment for handling a maximum yardage economically.

This reminds us of the frequent discussion as to whether Alaska is really a "poor man's country." The right of discovery is not restricted, and although the mining laws might be improved, the prospector who has no money except what he has invested in his grub-stake may be well assured that he will not be robbed of the fruits of his enterprise. Somewhat recently large bodies of capital have been invested in Alaska mining enterprises, and railroads are being constructed to tap new fields. Unrestricted, the joint owners of mines and railroads might be in a position to oppress the poor prospector or the poor mine owner; but it is already provided by statute that the rates on all Alaskan railroads which are now building or which may be built in the future are subject to review by the Secretary of the Interior.

High Wages for Labor

ALASKA is a "poor man's country" in the sense that the poor man who works with his hands is able to earn large wages—large, even when the high cost of living in the interior of the Territory is considered—and it is a poor man's country in that the prospector and small miner of the future will have an opportunity to sell the ground which he has acquired to one or another of the large operators without fear of being forced to make sacrifices because some large capitalists own the railroads. The greatest safeguard for the poor man in Alaska to-day is that freight rates on railroads are subject to a strict Federal supervision and adjustment. Under this administration, at least, it may be confidently expected that a proper supervision will be exercised.

As for mines of gold quartz and coal and copper, poor men usually do not operate them anywhere; but it is safe to say that the poor prospector who discovers a big deposit of ore in any part of Alaska that is accessible to a railroad will have no trouble in selling it at a fair price to any one of a score or more of large investors who have recently become identified with activities in the Far North. What has been said of wages is not to be taken as final or as covering every case which

has arisen or may arise in the Alaska mining field. The general statement, subject to possible exception, is justified, however, that labor in Alaska is well rewarded.

Population, Mines, and Fisheries

ENTHUSIASTS will say that Alaska's people will number ten millions within the next half-century. Obviously no warrant exists for such a prediction. No such number will ever be supported by the activities of the mines or of the fisheries or of the forests, and the problem, therefore, becomes one of the soil. Of the soil more will be said later. The subject of the fisheries may be disposed of briefly with the statement that the output of canned salmon has for many years been valued at from \$7,000,000 to \$9,000,000 annually, and that the industry of packing and shipping other kinds of fish has grown rapidly within a comparatively recent period. The fishing industry will certainly suffer in the future unless the wise precaution is taken to replenish the stock of fish. Some encouraging progress has been made in this direction within the last two or three years, but not enough to allay entirely a feeling of uneasiness lest the supply of salmon be seriously depleted at a day not distant in the future. It is, by the way, an example of superlative Alaskan enterprise that halibut in a fresh condition taken from Territorial waters are being shipped to markets south and east, even to the very shores of Massachusetts Bay. What may not happen in fifty years!

Fifty years hence the forests of Alaska will, it is conceived, be producing an abundant wealth. They are producing now enough for the needs of the people in the wooded parts of the Territory, and the lumber business is capable of large expansion. Proper conservation of this great natural resource was ensured years ago when Congress enacted a law forbidding the shipment of lumber out of the Territory, and the Forest Service exercised an abundance of caution, under the circumstances, when it established several vast natural reserves. It is not to be claimed that the Alaskan forests compare in absolute value with those of Washington and Oregon, but their usefulness to the people of the Territory can not be measured. The tracts of heavy timber are not very large, although the total area is extensive. Some of the largest trees are found in almost inaccessible regions in the southeastern archipelago; but the supply is large enough to meet the needs of the people for ages to come. One of the most promising resources of southeastern Alaska is the abundant material for the manufacture of wood pulp. Enormous water-powers are waiting to be harnessed; and the time may come—perhaps before 1959—when Alaska will supply all of the print paper required by all of the newspapers of the United States.

The lumber industry in Alaska at present is of considerable proportions; and it is not the less important because, being limited by the non-export law, it is developing strictly in proportion to the demands of the local market.

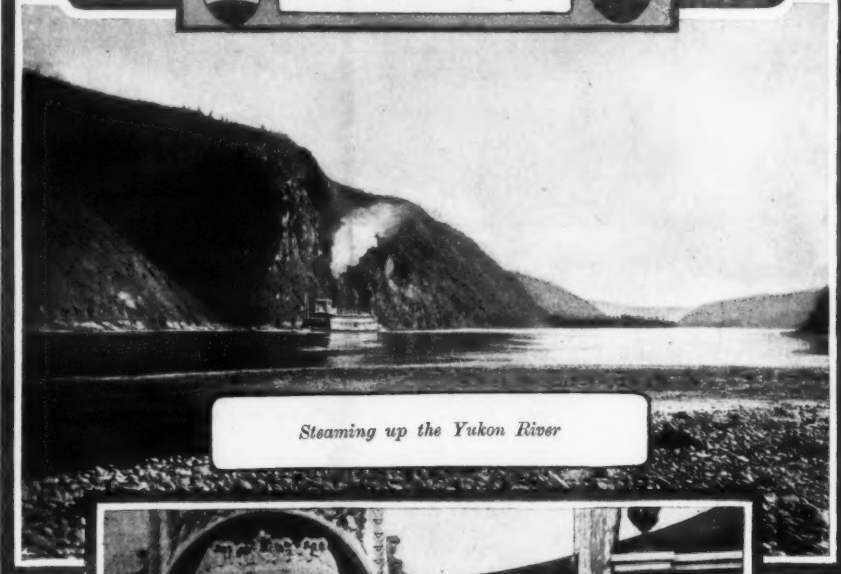
A Great Future for Agriculture

IN TRYING to anticipate the developments of the next fifty years, it is necessary to estimate the possibilities of agriculture. Judging from the progress of the last decade in this department of Alaskan activity, it will not be necessary to wait much longer to predict with confidence what may be wrought in the next half-century. Ten years ago comparatively few persons even in Alaska knew that it was possible to raise as fine garden vegetables there as are raised anywhere in the world. Now there are gardens in nearly every settlement south of the Arctic Circle, and truck gardening for profit is not an uncommon business. Some of the finest gardens of vegetables and flowers to be found anywhere in the North are in Fairbanks, a town situated near the geographical center of Alaska. In the mean time, the Department of Agriculture is experimenting in the Territory with cereals, and an effort is being made to develop a hardy wheat which will surely ripen before early frosts come in the fertile valleys of the Tanana and the Sushitna.

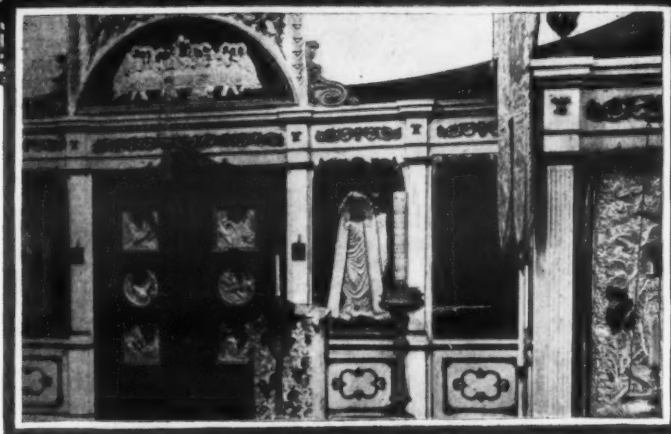
Three years ago I visited a homestead farm a few miles from Fairbanks, and was impressed with the intelligent optimism of the Norwegian proprietor. The date was about August 25, and so rapid had been the growth of his crops during the midsummer period of almost constant sunshine that his harvest time was at hand. Indeed, this farmer already had reaped a small field of barley, and the yellow sheaves of grain, hard and fully matured, were stored in his barn. Almost every variety of the common vegetables was growing luxuriantly, and weeks before he had sold cabbages and other green products of his farm in the Fairbanks market. Cattle may graze among luxuriant grasses in southern Alaska, and even in central Alaska; near the coast stock has wintered without artificial shelter and with no serious loss. One may reasonably doubt that farming will ever be the prime industry in Alaska, but the idea is not to be dismissed that the soil of a Territory whose oldest towns are below the latitude of St. Petersburg will, before 1959, be the chief support of a hardy and frugal, though not unthrifty, people.



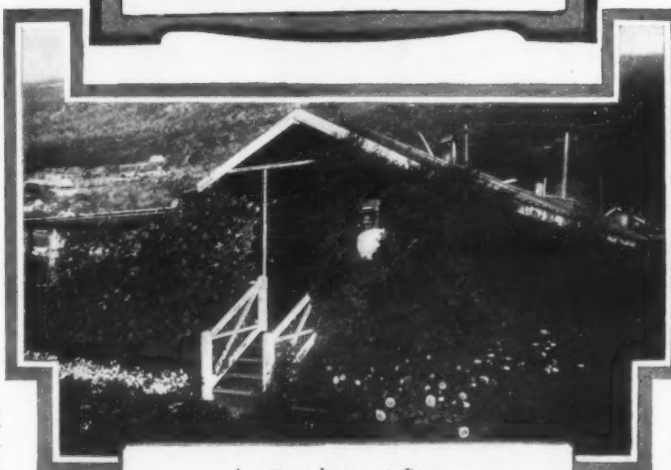
An Alaskan railway



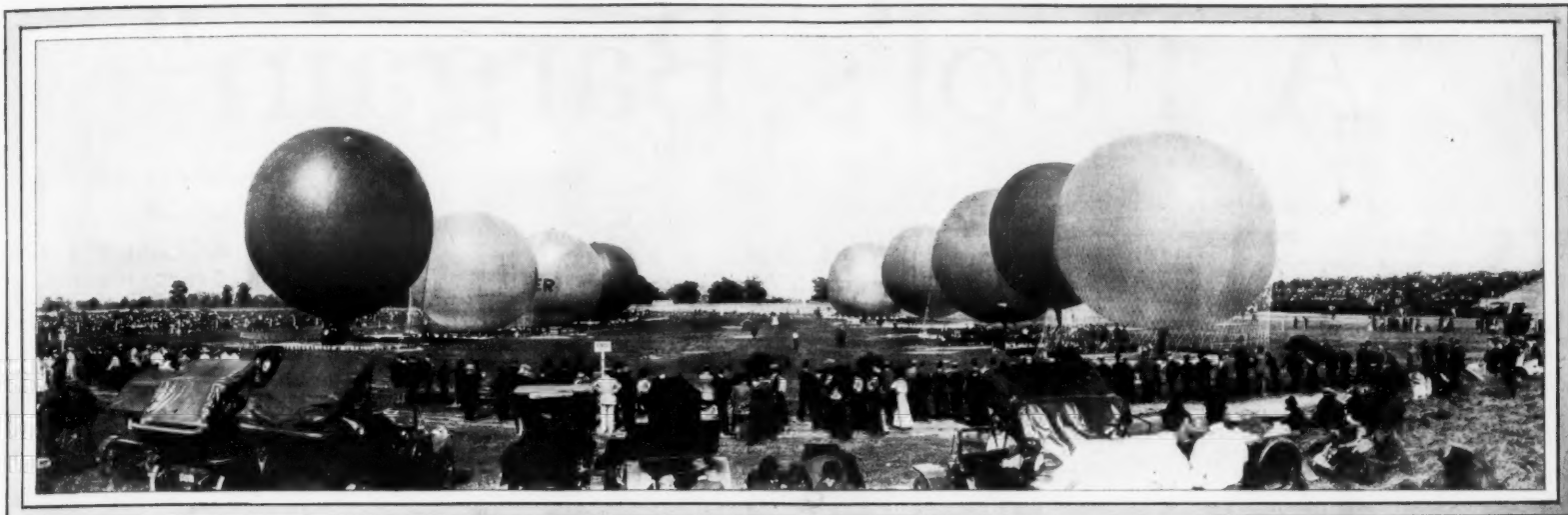
Steaming up the Yukon River



Interior of the Greek church at Sitka



A cottage bower at Dawson



Start of the National Balloon Race at Indianapolis

Six balloons, racing for the distance trophy of the Aero Club of America, and three others, competing for the Endurance Cup of the Indiana Aero Club, set sail from Indianapolis on June 5. The balloon "Ohio" of the Endurance Contest came down in Brown County, Indiana, on the evening of June 5; the "Chicago" in Allen County, Kentucky, at 1:30 P. M. June 6, and the "Indianapolis" soon after at Westmoreland, Tennessee. The "Indiana" remained longest in the air of the entries in the distance event.

Westchester's Pageant

THE Westchester County Historical Pageant, rendered by a number of writers and artists, including Tudor Jenks, Gouverneur Morris, Violet Oakley, and others, was enacted at Bronxville, New York, on May 29. A special performance was also given on May 31 for Governor Hughes and other distinguished guests, including Mayor McClellan. The seven episodes of the pageant, divided into scenes, formed an epic of Westchester's history; and these events, as the Prologue argued, while peculiar to Westchester County, are illustrative of the whole development of the American type.

In the open air, among the trees, the pioneer struggles and dangers were represented in a primeval setting—Indians and white men crept through the foliage upon each other's trails.

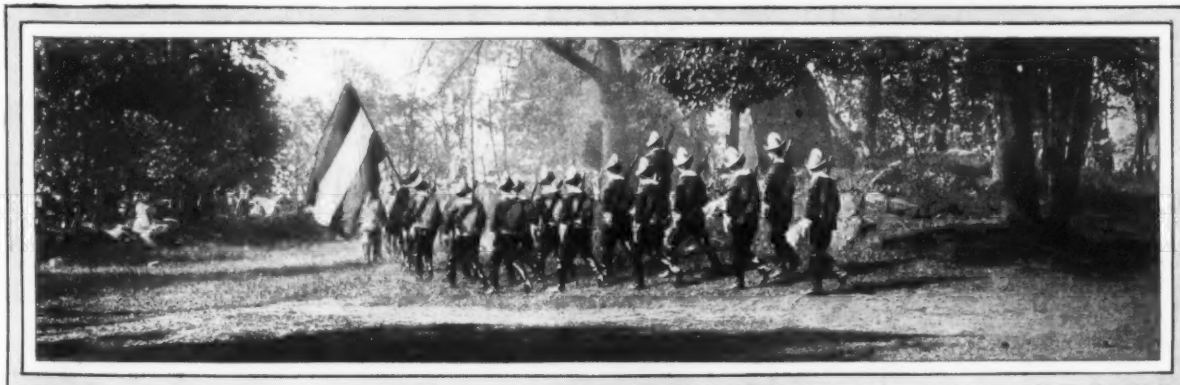
The first episode depicts the figure of Adriaen Block at The Hague before the Prince of Orange, 1614, petitioning for his charter to trade in New Netherlands; and the second scene gives the arrival of Jonas Bronck and subsequent purchase from the Indians of "The Bronx."

Episode two dramatizes the fate of Anne Hutchinson's colony of religious fugitives, massacred by the Indians; and the vengeance of Captain John Underhill, which quickly fell upon the tribe of Wampage.

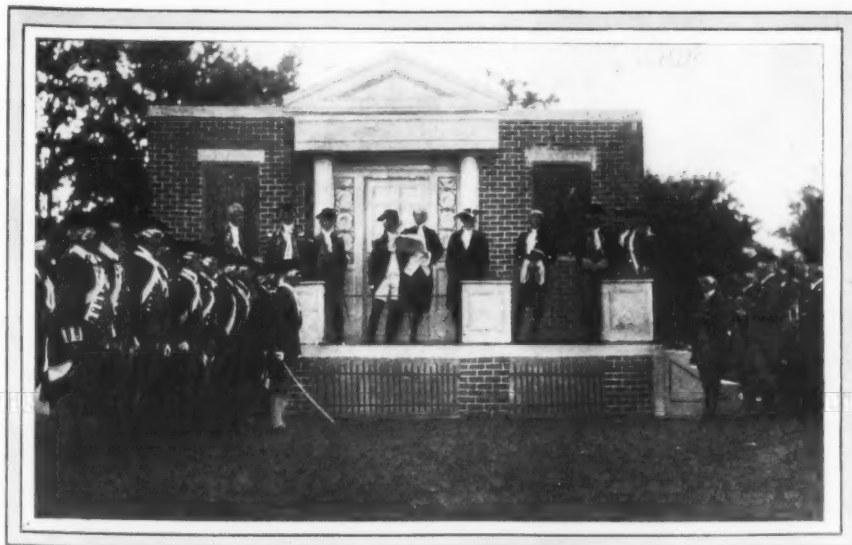
Episode three takes up the settlement of Yonkers.



Governor Hughes and his staff, in the central box, witnessing the State performance of the Westchester County pageant



The arrival of Jonas Bronck, who purchased "The Bronx" from Chief Tuckamuck, in 1639



The reading of the Declaration of Independence from the steps of the White Plains Court-House June 19

in the patronship of Colen Douck, and the later encroachment of English Puritans from Connecticut.

The fourth episode is concerned with the French—the Huguenots who fled from France and founded New Rochelle—showing their quaint ceremony of presenting the annual fatted calf to John Pell, Lord of the Manor, and their twenty-mile march to church at New York on communion Sundays.

Scenes of the Revolution

THE first suggestions of the imminent Revolution appear in the "Election on the Green," episode five. In 1733 Governor Crosby deposed Justice Lewis Morris from the Supreme Court. The voters of Westchester County reelected him over the Governor's head, and also over the crafty disqualification of the Quaker ballots.

Episode six gives four scenes from the Revolution as it "crossed and recrossed Westchester County." A meeting of the Provincial Congress on horseback, which appropriates its funds to the Continental Army, is followed by the reading of the Declaration of Independence from the steps of the White Plains Court-House. The Battle of White Plains comes next, wherein General Washington is represented, and finally the capture of Major André.

The last episode is in the years of peace, and clusters around Washington Irving. An imaginary company of famous literary men is gathered at "Sunnyside"—Holmes, Longfellow, Hawthorne, Bryant, Cooper, Poe—when Rip Van Winkle appears among them, with "Heinrich Hudson and his mystical crew."

The Book of the Words

THE booklet in which the lines of the actors were published, as well as descriptive paragraphs explaining and illuminating the various scenes, contains also a poem—"An Invitation to the Pageant"—by Richard Watson Gilder. Miss Violet Oakley, designer of the pageant, contributed the historical introductions and the prologue.

The different episodes and their divisions were interspersed with musical numbers, harmonizing with the time and scene under portrayal—Dutch folk-songs, old battle hymns, and psalms. The costuming was as faithful as it was picturesque.

Among the patrons of the affair were Governor Hughes of New York, Mayor McClellan of New York City, Mayor Warren of Yonkers, Mayor Howe of Mount Vernon, and Mayor Raymond of New Rochelle. The Colonial Dames of New York and the Daughters of the Revolution also assisted. The various committees of details and arrangements numbered almost a hundred people.

This is the first of the three celebrations in which the State of New York will participate during the festival year of 1909. The Lake Champlain Tercentenary will be observed in July, and the end of September will bring the third and culminating Hudson-Fulton memorial.

"A Fool's Bargain"

A hay-field on the Yukon



Secretary Seward's One-Hundred Per-Cent Investment for Uncle Sam, which is no Longer a Joke

By RICHARD LLOYD JONES



St. Mary's Lake, Montana

"All ye icebergs make salaam,
Ye belong to Uncle Sam."

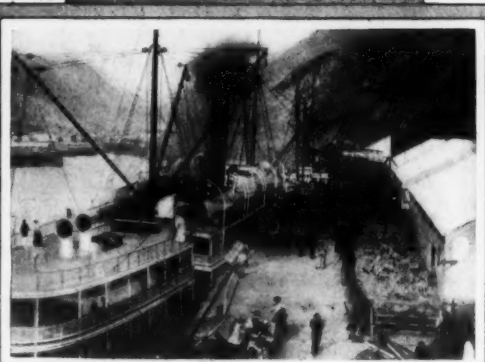
WHILE angry debates of Reconstruction

were engaging the politicians "on the hill" in Washington in 1867 the Department of State was quietly negotiating a treaty, the importance of which is just beginning to dawn upon the American people. Secretary Seward thought he saw real military and commercial advantage in the acquisition of Alaska. The heroic Cassius Clay, then United States Minister to Russia, was sure of it. Russia was eager to turn over to the United States her American possessions, that our Pacific defenses might be carried northward and married to her own Asiatic fortifications at the point where the waters of the Arctic and the Occidental Seas caress. This was the Czar's dream. To Secretary Seward came an Arctic vision of great commercial reward in the development of vast seal and fish industries. People who had been there had reported to him that the country in all particulars was much like Norway and Sweden. Scandinavia had great cities, cultured capitals, valuable commerce, a proud and industrious people, and happy homes. Would the great country through which flows the mighty Yukon some day parallel this? It might take centuries, perhaps; but the great unseen things have ever been the world's most benignant boon. Concluding some friendly diplomatic dickering, Secretary Seward offered to the St. Petersburg Government \$7,200,000 for their "Russian-America." Even against the whole world's unbelief, at this price it was a bargain.

Make the Treaty To-night

ON THE evening of Friday, March 29, Mr. Seward sat in his parlor playing whist with his family when the Russian Minister was announced. "I have a despatch, Mr. Seward, from my Government by cable," said Mr. Stoeckl, the Russian Minister. "The Emperor gives his consent to the cession. To-morrow, if you like, I will come to the Department and we can enter upon a treaty." Pushing aside the whist table, the impatient Seward replied with a smile of satisfaction: "Why wait till to-morrow—let us make the treaty to-night."

Between midnight and dawn long panels of light fell from the Secretary's windows across the shadowy lawn of the State Department building. In these solemn midnight hours the silent wilderness of centuries was released, and to a nation's pillowed ear the low north wind whispered: "Gold." When the sun's rays fell upon this parchment and the world was told what that night had been done, the whole nation coupled the name of Seward with the epithet: "Fool." The press everywhere declared his acquisition a "barren, worthless, God-

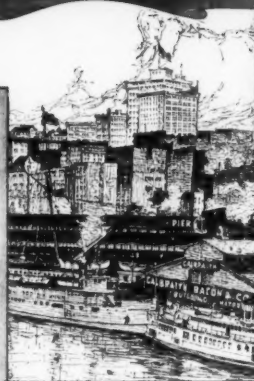


Seattle in 1879

Skagway will be a greater city than Stockholm



Porcupine Mountain, Alaska



Seattle in 1909

Why seek foreign Alps?

forsaken region," whose crops were "icebergs"—a country where the

"Stately polar bears Waltz around the Pole in pairs;"

where the ground was "frozen six feet deep in summer"; the streams were "glaciers"; "it should be named 'Walrussia'"; the fish were "only fit for Eskimo food"; it was "Seward's folly" and his "polar bear garden"; it was "a fool's bargain"; "Oh, the shrewd Russians," etc., etc., etc. But the great Secretary only smiled, for was not Jefferson laughed at when he bought from Napoleon more than half of the country we now so proudly possess, and was not Columbus ridiculed when his timid little ships set out upon unknown seas?

In the half-century that has passed since the Senate ratified that treaty, this "Iceicle" has produced a wealth exceeding \$350,000,000, or nearly one hundred per cent per year on the "fool's" investment. Frenzied finance run riot indeed! And the pick and the plow have as yet barely pin-pricked its wonderful surface. Is there, then, room for amazement that the Alaska commissioner for the Lewis and Clark Exposition, at Portland four years ago, should have reported that his task was hopeless—that it would take an exposition in itself to even adequately intimate the sure future of Seward's purchase?

Alaska's exhaustless storehouse of precious metals was the lure that drew the argonaut, as did California in '49 and Nevada in the winter of '50. Seattle grew great from this argonautic traffic—from swapping picks and pans and warm woolen garments for bags of fresh-washed nuggets. Its rapid growth and perfect stability have fastened upon its people the chronic affliction of inflammatory enthusiasm. There is not a child in Seattle that can speak a two-syllable word who will not throw down his hat and fight for either Seattle or Alaska. When, therefore, the Alaska Exposition idea struck this Puget Sound port, something had to happen.

A Twice-Hyphenated Show

NEWSPAPERS, clubs, commercial houses, lodges, the men in the street, the schools, and even the churches, instantly took up the idea. The first suggestion of a hundred-thousand-dollar exposition soon expanded into a quarter of a million, and this became a million, and this million has now been multiplied by ten. In such a comprehensive plan Dawson hurried to claim a place. Indeed, the whole British territory of Yukon knocked for admission. The plan expanded into the Alaska-Yukon Exposition. If this were to be a Yukon show, why should British Columbia not have a chance to advertise its broad and fertile Fraser Valley? Already the exposition was international. Then Tacoma, Spokane, Portland, and Vancouver felt that they must share with

Seattle in demonstrating their claims to posterity. The fruit fields of the wonderful Yakima Valley must come in. So also must Idaho and Montana. Oregon, too, had her picturesque story to tell. California followed. Apparently, only time limitations prevented the representation from reaching coastwise down to the kingdom of the old Incas, who in the days before the Spanish settlement of Peru used to hold great expositions, to which large crowds came long distances. The Alaska-Yukon-Pacific Exposition thus, with commendable hospitality, extended its welcome to any State or Territory that wished to exhibit its present and foreshadow its future resources—that was striving to go ahead. It crossed the Rocky Mountain States and expanded its purpose to include even all the Atlantic Coast States that would participate. Like all of Seattle's projects, it grew amazingly.

The Pioneer Platoon Marches North

THUS the Alaska Exposition expanded into a twice-hyphenated name and continued to enlarge its plans even after it could no longer further encumber its name. In trying to specifically define its primary objects, the directors of the fair have announced this threefold plan:

First—To exploit the resources and potentialities of the Alaska and Yukon Territories in the United States and the Dominion of Canada.

Second—To make known the vast importance of the trade of the Pacific Ocean and of the countries bordering thereon and to foster it.

Third—To demonstrate the marvelous progress of Western America, where, within a radius of 1,000 miles of Seattle, 7,500,000 persons live who are directly interested in making the exposition the true exponent of their material wealth and development.

Every State and Territory and Province that advertises its hospitable climate, wonderful resources, and contented people at this twice-hyphenated fair will do its utmost to persuade every visitor that his greatest future is linked with theirs. That is the constructive spirit of the Seattle Exposition.

The people of these great Pacific lands have a fanatical faith in real things—a wholesome and contagious optimism. The course of empire still takes its western way, the pioneer homesteads are closing in, dissolving

the settler's isolation into neighborliness. But the real significance of the Seattle fair lies in the fact that it is the pivot on which the pioneer platoon wheels right and accepts the North star



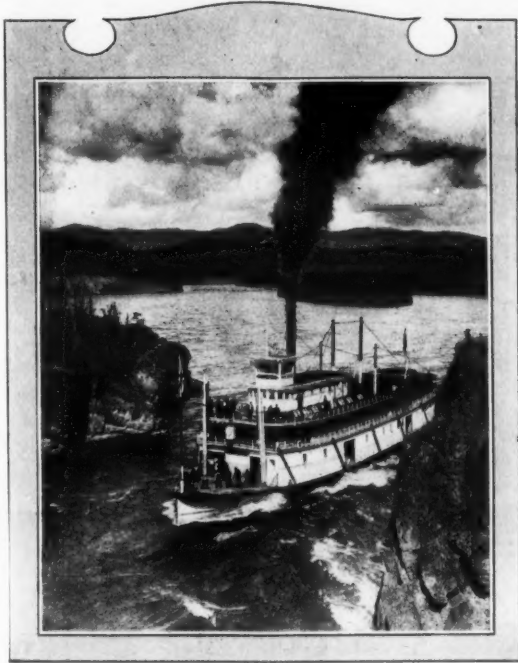
Where Seattle plays

as its pilot of fortune. It takes a stout heart to face a wilderness. They were not a timid folk who made Plymouth Rock a precious part of history—there was sinew in the arm that split rails along the banks of the Sangamon, and hero stuff in the plowman who tore the wild grass roots in Dakota's wind-swept stretches. They were militant men who first blazed the trails through to the Puget Sea—scouts of progress who ventured the treacherous Chilkoot Pass—and they will be State-makers who carry the plow and the harrow on to the Yukon meadows.

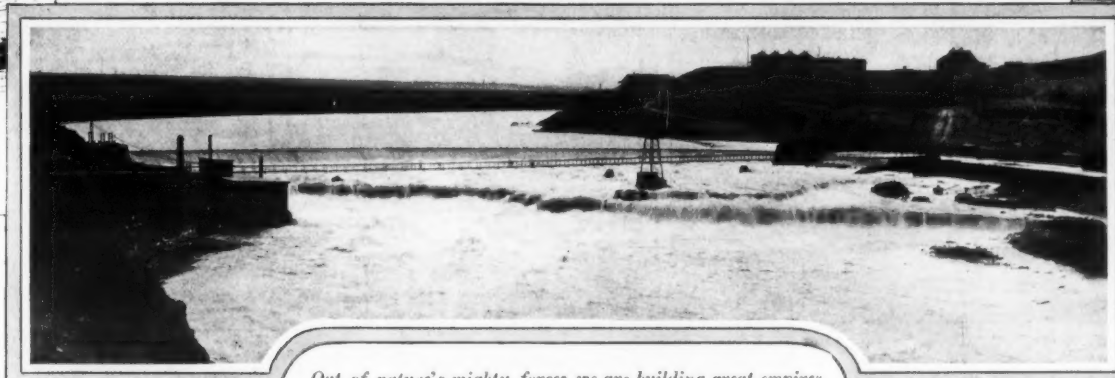
The hills of Massachusetts, the prairies of Illinois, the treeless stretches of Dakota, and even the rugged Montana lands, became hospitable in time. With insistent promptness, Alaska will make her Statehood claim. The "Walrusia," so ridiculed fifty years ago, is just beginning to receive proper appreciation. Its capital lies south of St. Petersburg's parallel, with a climate more hospitable than that of New Hampshire or Maine. In its mountains and river banks are stored probably the world's richest deposits of gold and silver. The largest copper mine in the world is now being developed north of Valdez, and a railroad is building through the Chugach Mountains to release the ore. The coal and petroleum wealth of the Territory is reported to exceed that of all the States, while the lumber of Alaska is practically inexhaustible. The real future vitality of the Territory, however, lies in its agriculture. The winters are undeniably long and cold. But so they are in Saskatchewan and Vermont. The summers, though short, are hot, and ripen astonishing crops of wheat and short cereals. The Territory is as sure to be as populous as Scandinavia or the northern half of Russia, and it is very sure to be even greater than these, in that it will be the greatest wealth-producing country that is washed by a Polar sea. And to this industrial invoice should be added the picture value of Seward's purchase. The White Mountains are New Hampshire's biggest asset, for each summer season they double the Granite State's population. Experienced travelers unhesitatingly assert that Alaska offers the most picturesque tourist trips in the world. With the invasion of extensive railroads, and the multiplication of river and coastwise steamships, a real impression may be made upon America's annual begira

to Europe. With our Yosemite and Yellowstone, Lakes of Kootenay, Columbia River and Puget Sea, Banff, the mighty Yukon, and the Alaskan Archipelago, why need we so persistently seek foreign Alps or time-worn Pyrenees?

Alaska and the Yukon, through this exposition, emphasize Pacific Coast possibilities everywhere. The exhibits will be arranged as are all fairs of this kind. The Cascades and Geyser Basin form the general decorative scheme, around which are sunken gardens and the exposition buildings in well-arranged groups. In front of the United States Government Building stands the exposition monument—gaudy feature of the show, towering eighty feet in glittering splendor, covered with Alaskan and Yukon gold. In frivolous relief,



For nearly two thousand miles steamers ply up and down the Yukon River



Out of nature's mighty forces we are building great empires



Driving the new Pacific extension of the Chicago, Milwaukee and St. Paul Railroad through to the Puget Sea

the exposition will have its Pay Streak, which will correspond with the Midway of Chicago and the St. Louis Pike.

Two physical features of the fair give it distinction. First, it was complete in every particular, with all exhibits in place, on June 1, the opening day. Second, with rare good sense, it is largely created for permanent uses,

Being placed on the campus of the University of Washington, these 350 acres, lying between Lakes Union and Washington and in full view of the Olympic and Cascade Ranges, are embellished through skilful and artistic parking. To all this the great Exposition Auditorium, the Fine Arts Building, Machinery Hall, the Powerhouse, the Forestry Building, the Washington, Oregon, and California State Buildings, together with several other State and foreign buildings, are made permanent purposely to benefit the University. A most praiseworthy idea and an object-lesson in interstate fraternalism that ought to be emulated whenever possible.

To the exhibits of gold and copper, wheat and lumber, machinery and apples, warships and strawberries, should be added the sixty-six conventions that go to Seattle this summer to consider problems ranging from prison reform to national conservation; from the prevention of tuberculosis to woman suffrage. By no means inappropriately, most of these conventions are of a scientific and engineering character. It's a big job to tame the rugged half of a mighty continent! The Rocky Mountains and the Pacific States are the world's great engineering schools to-day. To conserve and utilize a river's mighty force and not destroy its possible future value for navigation is a vital ethical issue in Oregon, Montana, and Alaska, and it should be no less so in Wisconsin, Arkansas, or Illinois.

A Land of Libraries and Colleges

THERE is nothing dead or dormant about the country this exposition represents. The cities claimed within the reach of a thousand miles are all growing and trying hard to grow. The booster's club is everywhere. Not to be a booster is to be a "tory," and there are no tories. They think things. Spokane will tell you she is the twenty-fifth city in size in the United States! Oregon will shout at you through a megaphone the fortunes that her orchards can create! Tacoma is as proud of her docks as Cologne of her cathedral. There is no chance in that great open-hearted, happy, hustling, booming country to launch a Ferrero sensation over so dust-laden an issue as Cleopatra's complexion. There is a great big fortune-seeking life; and fortunes, after all, make libraries and museums and colleges and foster literature and art. The high snow-capped mountains, the big trees, broad rushing rivers, huge rocks, leaping cataracts, fragrant flowers run riot, the great big wonderful out-of-doors in-



Where Seattle works

toxicate! They formulate themselves into great human equations. They make and they unmake men. It is a teeming world—all new and building. And it is there, all the

way from the Bay of Magdalena to Nome, and to it every earnest, big-hearted soul is welcome. That is the spirit of the Alaska-Yukon-Pacific Exposition.

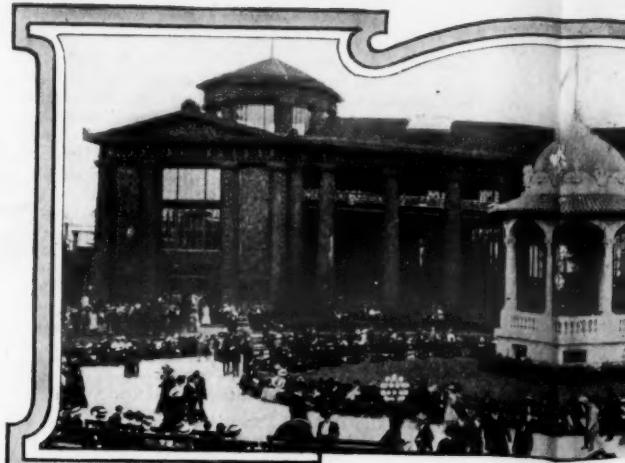
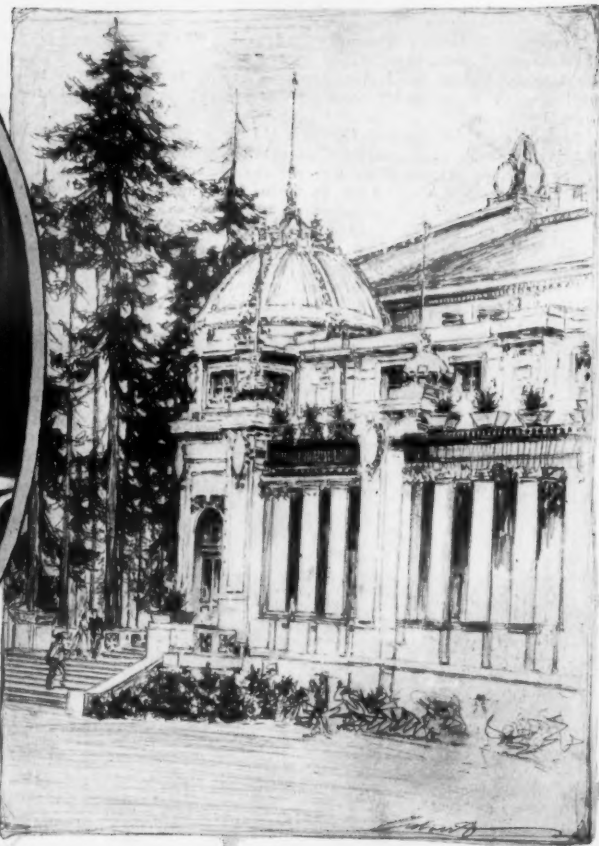
Thus does it differ from other centennials and fairs. It is not an exposition of past achievements—a display of things done—over which the spectator is supposed studiously to ponder. This is the demonstration of fifty years to come, the exposition of opportunity. For this reason the majority of visitors to the Seattle Exposition will differ from the "World's Fairites" of other staff-and-plaster shows. To this hyphenated fair come homeseekers rather than sightseers—they who have read of the marvelous returns realized from the cultivation of small holdings of fruit lands in Washington and Oregon, where property is valued as high as \$2,500 an acre and where the rewards for soil cultivation oftentimes go as high as \$1,000 an acre. They are coming who have heard of Montana's wonderful awakening, of the amazing growth of her agricultural wealth. And it is these sure builders that will put the star for Alaska upon the blue field of our flag.

All this—and fifty years ago the chiefest thought for this wonderland was forts. How wasteful of time, energy, money, and life were these barricaded guns when compared to a beet-sugar plant, a ten-acre strawberry patch, a hungry saw-mill, or a smelter's flaming stack. The powerful force of peace is commerce. It is to-day our safest guaranty of comity and friendship with the Orient. Let Russia make hospitable her Siberian shores and we will indeed clasp hands across the Bering Straits and unite in an invincible control of the north Pacific seas. In view of this stupendous prospect, this patriotic panorama, no one longer expresses surprise that the great Secretary Seward smiled when the Russian Minister announced his Czar's willingness to part with this treasure of the North for less than two cents an acre.

To-day, with gratitude and pride, we celebrate this bargain, and in our uncurbed praise of Seward we hasten to forget that through stupidity and blindness we ever heaped upon him an unkind epithet.



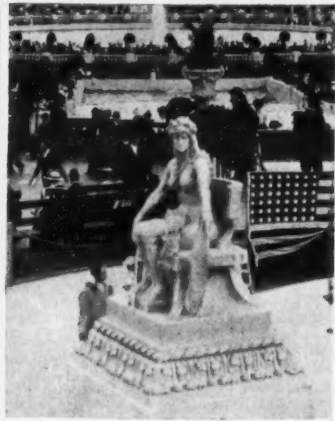
The President touching the button in the White House which opened the Exposition across the continent



Noma Circle and the Forest



The Arctic Brotherhood Building



James J. Hill, and the crowd that



Looking up the Court of Honor



Scene in the "Pay Streak"



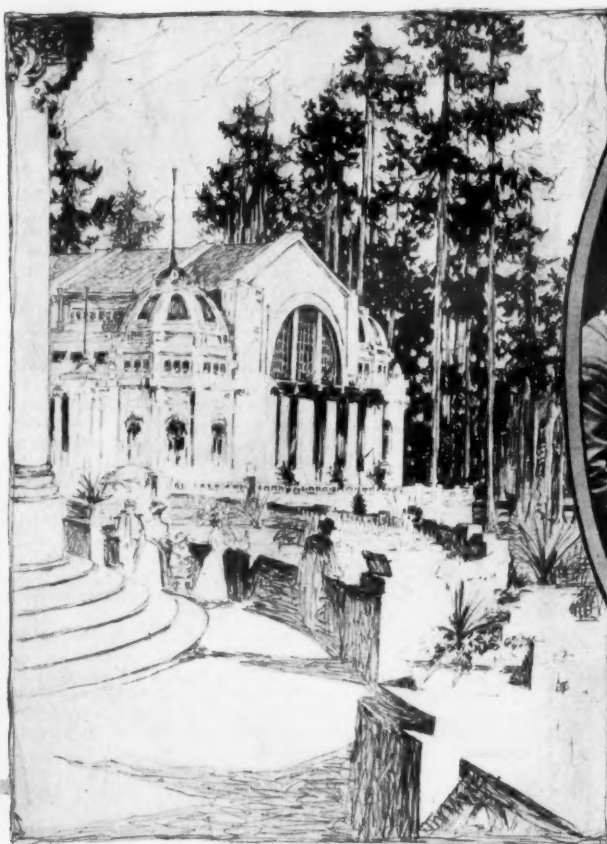
The Cascade and Government Buildings



Circels and the Forestry Building



, and the crowd that heard him speak



The gong which sounded on the Exposition grounds when the President touched the button in Washington



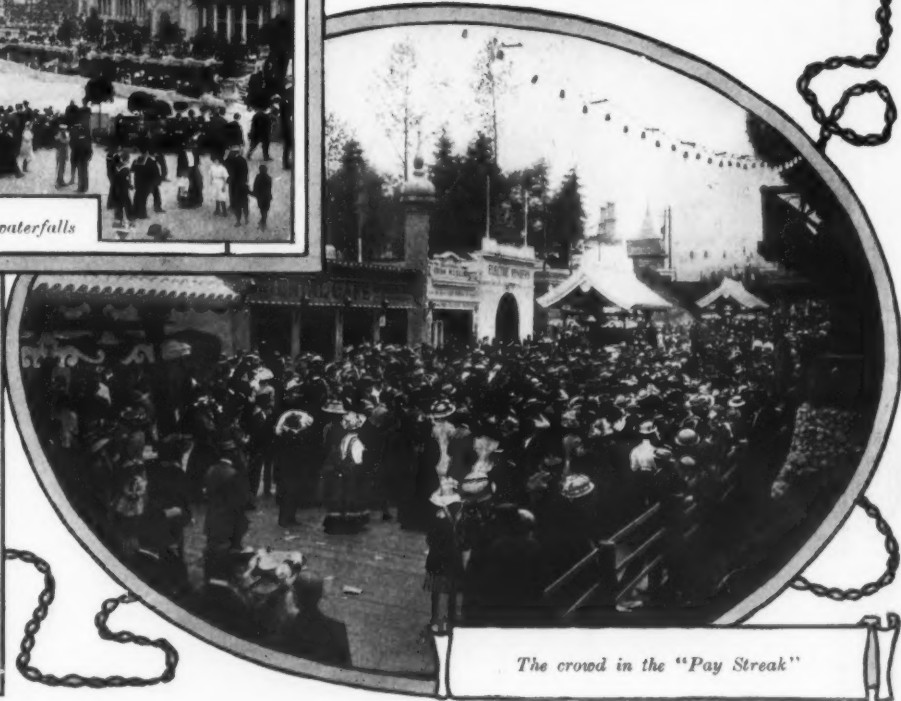
The Fine Arts Building



The fountains and waterfalls



The Court of Honor

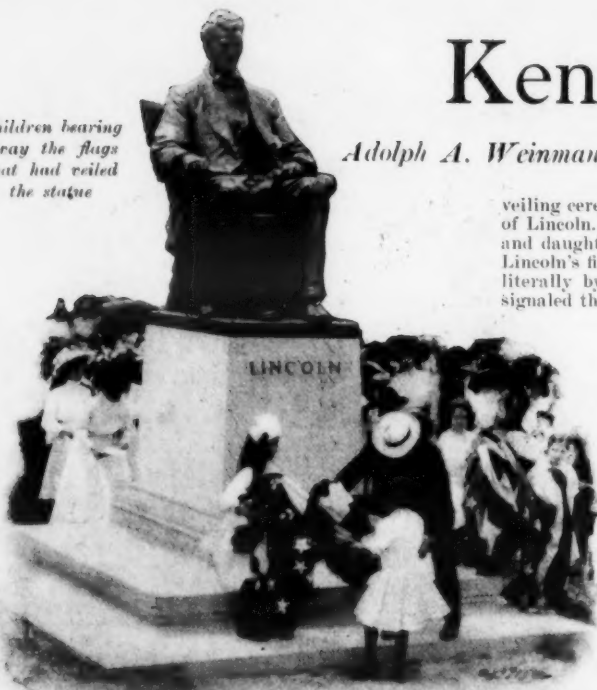


The crowd in the "Pay Streak"

Kentucky Honors Lincoln

Adolph A. Weinman's Statue of the Emancipator President Unveiled in Lincoln's Native Town

Children bearing away the flags that had veiled the statue

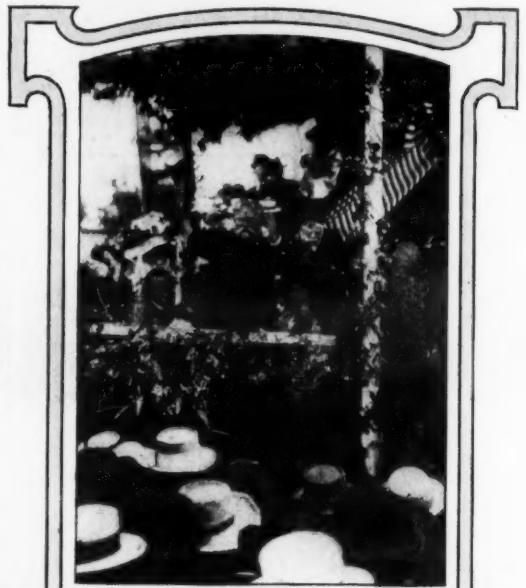


veiling ceremonies of the already famous Weinman statue of Lincoln. It was distinctly a Kentucky day. The sons and daughters and the grandsons and granddaughters of Lincoln's first neighbors were there, not by hundreds, but literally by thousands. It was a prophetic day, for it signaled the coming of a people into the full appreciation of that which was their own. They came by buggy, mule-back, and iron tire. They came by special trains from over the State, until all the town's switches and sidings were crowded and the main track completely choked. The little town's population of a thousand multiplied to twenty times that for this one day. It was the State's just acknowledgment of its pride in its great Emancipator President.

For days prior to the unveiling, the women of Lincoln's native town were busy sewing rod-rings on flags, festooning tricolored bunting on the court-house walls, and wreathing flowers for the school-children to bear. The while the men folks stood round and "calculated." And when the day came, praise to the industrious ladies, there was not a detail in arrangement or program that was not perfected.

Among the specials that rolled into Hodgenville that perfect summer day was the long Pullman train of the Louisville Chamber of Commerce, carrying its distinguished citizens, among whom were Governor Willson, Colonel Henry Watterson, Chief Justice E. C. O'Rear of the Kentucky Court of Appeals, Rabbi Enelow, Hon. John M.

Atherton, Hon. Edward J. McDermott, and Judge George DuRelle of the United States Court, all of whom participated in the unveiling exercises. To this train was also attached the private cars carrying Mr. Robert T. Lincoln, his family and his friends. A great crowd had gathered at the station to cheer the arrival of these



Col. Henry Watterson delivering the eulogy and unveiling address

WHILE the Old Dominion and the Buckeye State have always prided themselves on the Presidents they have given to the nation, Kentucky is just beginning to realize that as the mother of Abraham Lincoln she has a claim upon birthright distinction that no other multiple of Presidential sons can ever shadow or diminish. It was not, however, until after the Lincoln Farm Association had been organized by a group of patriotic men in New York for the purpose of conserving and caring for Lincoln's birthplace, in the very geographic center of the Blue Grass State, that Kentuckians realized their own lamentable tardiness in properly honoring their greatest son. Appreciating the fact that Kentucky had left the Lincoln birthplace shamefully neglected for the people of other States to care for, Mr. Robert Enlow, the grandson of the Lincolns' nearest neighbors a hundred years ago, introduced in the Kentucky State Legislature of 1906 a bill calling for an appropriation of ten thousand dollars to be expended in setting up in Hodgenville, Lincoln's native town, a worthy memorial monument. But the law-makers of Boone's commonwealth unappreciatively amended the bill to call for but one-quarter of that amount.

Ex-Congressman David Smith, of the Fourth Congress-



Veterans of the Blue and the Gray in line together

distinguished guests. A long procession of school-children, all in white, each carrying a wreath of roses and headed by a local band, acted as escort to the carriages from the depot to the Court-House Square. Before the veiled statue stood a picturesque company of "Union" soldiers, veterans of both the Blue and the Gray. As the procession approached, the battle-scarred veterans opened their ranks to let the children pass, each one carrying to the base of the pedestal and depositing there a floral wreath, singing "The Star-Spangled Banner" as they marched. One little fellow cried to put his flowers "at the feet of Mr. Lincoln," and he was promptly lifted up to the plinth that he might do so.

Over the statue were draped two huge flags lightly bound together by a silken cord. After Judge O'Rear

(Concluded on page 28)



The crowd that gathered from all parts of the State

sional District of Kentucky, feeling the inadequacy of the Frankfort appropriation, secured in the closing days of the Fifty-ninth Congress a Federal appropriation of ten thousand dollars. The two appropriations were put in charge of a commission of five, appointed by Governor Beckham of Kentucky. This commission determined upon a bronze statue of Lincoln, and commissioned the work to Mr. Adolph Alexander Weinman of New York, probably America's ablest sculptor to-day. This statue, much admired and highly commended both by art critics and friends of President Lincoln, who had a right to judge of its portrait value, was unveiled on Memorial Day. On this day Kentucky realized her own.

Among Lincoln's First Neighbors

TUTORED by the Lincoln Farm Association, which last February celebrated the Lincoln centennial on the birthplace farm with exercises of national significance, the people of Kentucky rallied to Hodgenville for the un-



The procession was led by companies of school-children bearing flags and flowers

The New World of Trade

II

Fair Trade and Foul

The first article of this series, "The Art of Advertising," was published in the issue of May 22; the next, "Traps and Pitfalls," will appear July 24

IN ONE of his essays Stevenson half-humorously laments the fact that humanity is not all of one consistent piece. If bad men were wholly bad, and good men unexceptionably good, how simple would existence be! Carrying the hypothesis into the field of business, "if honesty were as easy as blind-man's-buff" (to quote the same philosopher) the determination between good and bad advertising would be as definite as the direction, in the unnatural history book, "How to tell the toucan from the peccary." Under such millennial conditions, magazines and newspapers would be able—supposing that they were willing—to exclude all that is dishonest or deceptive from their pages. As it is, a number try. A very, very few, by the exercise of eternal vigilance, approximately succeed. Many others, while pretending to high standards, will accept anything which is not too obviously crooked, holding to the letter of their obligation to the public, while blinking the spirit. The great mass of publications, however, take what they can get, and shrug off the responsibility. "It's between the advertiser and the purchaser," they say.

Safety Lies in Discrimination

THEREFORE, as a measure of self-protection, the purchasing public must judge of every advertisement individually. Ability to derive from the printed word some estimate of the honesty of the advertiser and of the goods advertised is the surest defense against being swindled. Fortunately, nine-tenths of all advertising done is reasonably straightforward. What are known as the "national advertisers"—the soaps, the foods, the musical instruments, the household furnishings, the typewriters, the cigars, the weapons, the motor-cars and razors and cameras—offer a certain definite bargain, expressed in terms as attractive as is compatible with fair representation. "Your money's worth" is almost invariably at the core of this class of merchandizing. On the other hand, there are a few easily definable classes, which may be set down, at once, under the heading "Swindles," and so dismissed: promises to cure or relieve, by mail, any disease, malformation, or abnormal physical condition, whether the method be by drugs, diet, mechanical appliances, medical treatment, baths, or "health foods"; mining, industrial, commercial, or real estate propositions holding out the lure, whether guaranteed or not, of high percentages on an investment; definite offers of salaried or guaranteed employment on any basis requiring the payment of money from employee to employer. Of this latter class I shall treat in another article. Quackery, both medical and financial, has already been exposed in past issues of this weekly. There remains to be considered the great mass of general advertising which fills the American prints and covers the American billboards.

Exaggeration, it may as well be admitted, is the keynote of business exploitation. That inheres, I think, in our national character. We are enthusiasts, optimists, "boomers," by nature and by the impulsion of our overstrained nerve-centers. We speak and think in capital letters, and, subconsciously, we allow for that not unamiable trait in our estimate of our fellows. There is no attempt at wilful deception in such phrases as "Best in the Market," "No Other Kind so Good," "Unrivaled," "Finest in the World," "We Defy Competition." These are recognized as the merest trade formalities, expressing a sort of conviction, perhaps, but certainly carrying none. Indeed, so much have they become the commonplaces of exploitation that one wonders if they are not wasted energy. If I am to take my magazines seriously, there are at least a dozen builds of motor-car, each of which is admittedly, undeniably, defiantly, the acme of mechanical achievement. The thing reduces itself to an absurdity.

Beyond the reasonable limits of inflated verbosity is the specious super-claim. If I may coin the word, put forth on behalf of some article which, while sound and valuable in itself, can not substantiate the statement. Food manufacturers and soap dealers are peculiarly susceptible to this form of temptation. They fall to advertising their worthy goods as if the panacea of ills or the springs of eternal youth inhered therein. Then there is the ingenious advertiser who, seeking to imply value in his goods which they do not possess, so plausibly words his little preachment as to render it incontrovertible as to specific statements, although in purport and effect it constitutes false representation.

Four Grades of Advertising

REPRESENTATIVE specimens of four grades of advertisements are presented in the illustration herewith. The writing-paper advertisement (A) embodies exact honesty, nor is it the less persuasive for that. Every claim is reasonable. One looks in vain for the superlative degree, and finds a pleasant sense of relief in its absence.

Any letter that is worth careful wording is worthy of fine paper.

Any letter that carries a hope ought to be on paper that wins a welcome. Any letter that pleads a chance for your goods or services demands a paper which makes friends with the reader's eyes and his sense of quality.



The ad which is strictly fair and the superlative ad which is harmless are quite distinct from the one founded on false hypotheses

Now compare this with B, the Esterbrook Pen copy. I daresay the pen is quite as good as the paper; the advertisement of the pen is by no means as good as the advertisement of the paper. It claims too much. "Best," "Easiest Writing," "Longest Wearing." Conceivably there are other pens in existence that are the equal, in some one respect, of the Esterbrook article. Still there is no fundamental misrepresentation here; the purchaser gets the first-class article which he expects. It may be regarded as a sample of the harmless exaggeration to which about nine-tenths of our honest and reliable advertisers are prone. Example C goes a little beyond the limits of what is permissible to honesty. Let us assume that Bloomer's Cocoa is a perfectly sound, pure beverage, as I suppose it is. When it begins to exploit itself as "Food for Brain and Muscle" it gets on a false business basis. It is no more brain food or muscle food than peanuts or popcorn or Camembert cheese. In the instance of the "Ginseng" advertisement (D), the words are more nearly truthful than the purpose is honest. Probably it is literally true that one acre of ginseng somewhere—in China, perhaps—is "worth \$25,000 and yields more revenue than a hundred-acre farm." But the whole affair is essentially fallacious, and the little paragraph is pregnant with misfortune and trouble for the innocent who regards it as gospel. What it doesn't say is the important part. No hint here that ginseng requires years of culture before it becomes marketable, that no little technical skill is required to bring it to maturity, and that the expense and the hazards of raising it are almost prohibitive. Of course, if that were explained in the advertisement, Mr. Sutton would not sell his goods. Hence he enthuses vaguely over acreage and a large income, and lets the unwary purchaser stand the loss while he pockets the profits.

Concerning Correspondence Schools

IN PRINCIPLE, absentee educationalism is sound enough, though in studying educational advertising the wise man goes warily. Languages, for example, may be taught by the phonograph. But there are limits to the possibilities of pedagogy by mail. The International Correspondence Schools of Scranton, which offer to make a man almost anything he wishes to be, overshoot the mark badly in certain particulars. It is not impossible that they should teach by correspondence certain features of chemistry, of architecture, or of mining engineering. It is wholly impossible that they should make a man a chemist, an architect, or a mining engineer by process of mail, and when they propose to do that they are simply angling for "easy money."

In the accompanying illustration (E) I have grouped together various types of the "Learn How" advertisement, verging from the arrant fake to the concern that attempts to give some return for the outlay. Common sense applied to these offers will reveal the inherent weakness. We may assume that certain subjects can not be imparted by mail—airial navigation, boxing, or Arctic exploration, for example. As yet, so far as I am aware, no long-distance academies promising to perfect pupils in these lines have yet been established. But one of the best-known magazines prints the advertisement of a man who offers to teach horse-training through the postal system. Not less essentially absurd is the pre-

Where the seller hires the printed word as his agent, the buyer must needs go warily or have the worst of the bargain in the case of plausible offers

By
SAMUEL
HOPKINS
ADAMS

tense of teaching music, illustration, or cartooning, and reporting or short-story writing by mail. A certain dismal proficiency of a mechanical kind, indeed, may be attained on the piano by means of a curious contrivance fitted to the keys, but any genuine musical achievement through this medium is impossible. And certainly no human being can teach any other human being, by letter, to perform on the violin except in such a manner as unwarrantably to increase the sum total of human suffering. The elementary difficulty of tuning without the presence of an instructor to correct deficiencies of ear is insurmountable. All this class of instruction is fraudulent. Of course those which pretend to give lessons "free" are doubly fraudulent, and the "guaranty" of success, as in the case of the United States School of Music, is a triple-plated swindle. As to the promise of efficient instruction by mail in illustration, cartooning, and writing, it is enough to say that these "academies" are conducted by persons of no professional note or eminence; that, under their system, no proper individual attention can be given to the pupil, and that, although in the aggregate they spend tens of thousands of dollars yearly in obtaining thousands of pupils, not in one single instance can any of them adduce a case of a first-class journalist, short-story writer, artist, cartoonist, or illustrator who owes his success to their methods. Nor are the "professors" themselves expert in the arts which they profess to teach. As an instance of an extreme type, the Press Syndicate of Lockport, New York, is run by a mail-order faker named Heacock, who is not above taking the money of a wholly illiterate person on pretense of making a successful journalist of him.

Some Correspondence Fakes

CAN the real estate business be taught by mail? Real estate dealers assure me that it can not, though certain principles may be imparted. Whether it can or not is unimportant to the National Cooperative Realty Company (F). The catch line, "local representative," is merely a set trap. Through that promise they snare ambitious innocents, charge them \$25 for a long and tedious course in real estate, and leave them at the end, mulcted and seeking in vain for the promised position as "special representative." The Cross Company (G) per-

Long-distance mis-education

petrates the same swindle by means of the same promise. In the case of the Franklin Institute of Rochester, New York (H), the fake is in the heading, in the assertion, "salary sure," and in the promise, "candidates coached free." Old examination papers can be supplied by the "Institute," it is true, but its representations are false and its instruction by no means expert. Shorthand can be taught by mail, to some extent. So, the advertisement of the shorthand school (I) is not wholly an attempt to get money without any return; but it is designed to get money on false representations. "We absolutely guarantee to teach shorthand complete in only thirty days," it says. It absolutely guarantees to do nothing of the sort. What the "Chicago Correspondence Schools" pretends to be a guaranty is a sham.

Legitimate Advertising

IN THE next illustration there are three legitimate correspondence enterprises exemplified. The two language instruction advertisements are slightly, though harmlessly, exaggerated; that of the University of Chicago (J) is simply and exactly honest. Study of the foregoing various exhibits, good and bad, will suggest certain formulas, set out in the next column, for the guidance of those who wish to purchase education in the open market.

Testimonials, indeed, can probably be produced by most of the mail-pedagogues. For, out of thousands of pupils, there are sure to be, by the law of averages, a few who, through natural aptitude, will attain to a modest success, and for whose success the correspondence school will proudly claim the credit. If Mark Twain had begun

its subscribers with premiums to take it. On every hand the word "Free" blazed forth. "Free" dinner sets, "free" cut-glass, "free" gold rings, "free" watches, "free" rifles, "free" accordions, "free" typewriters—but the biggest and most extravagant offers were in chinaware.

"Those swindlers have spoiled the market for honest dealers," said the china merchant. A typical example is the advertisement of the American Supply Company (K), in which a "handsome dinner set" is promised to any one selling four pounds of baking-powder—"Our plan 784" in parenthesis. There's the catch, the parenthesis. "Our plan 784" is a myth. It doesn't exist. It's a mere blind for a scheme whereby the four pounds of baking-powder is so mixed up with other merchandise that one must purchase a ten-dollar bill of goods before receiving the premium, which turns out to be much inferior to the one represented. The Hagood Manufacturing Company works the same game, with \$30 as the cost of being fooled. So does the Pure Food Company (M), the price here being \$12. All the rest of the "free" offers in the illustration involve either hard and underpaid work, or the purchase of goods at far above their real value. The "Beautiful Presents" of Stimson & Colby (N) are to be won only by peddling tooth-powder, though the advertisement specifically states: "You do not have to sell anything." The jewelry novelties, hatpins, etc., for selling which one may be blessed with various gifts (O, P, Q, etc.), are the veriest trash, turned out at ten cents a dozen or

Formulas Applicable to a Consideration of Correspondence Schools

1. Satisfy yourself that the correspondence school is conducted by competent instructors.
2. If a guaranty is offered, or a position promised, hold the advertiser to a definite statement of such guaranty or offer before making any payment.
3. Do not attempt to learn by mail (unless you can afford to spend money upon profitless amusements):
 - (a) Any fine art—music, painting, sculpture, illustrating, cartooning, drawing (other than mechanical drawing or designing), or professional writing.
 - (b) Any trade or profession wherein personal oversight and instruction and correction are essential; such as railroading, plumbing, engineering, chemistry, architecture, hair-cutting, or watch repairing.
4. If earning capacity is promised as a result of a correspondence course, demand references to well-paid employees who have obtained positions through taking the course, and do not be satisfied with half a dozen. Demand a hundred names. Out of the thousands of "graduates" which a correspondence school must have in order to pay for its advertising, there should surely be hundreds of successful ones. Otherwise how can you reasonably expect to profit by the instruction? Can you afford to pay for tuition in an institution which turns out ninety per cent of failures?

thereabout. The most impudent, because the most specific, fake of the lot is the Queen Washing Machine (R). "Absolutely Free. . . . We want to give you one of these famous Queen Washing Machines absolutely free, to be yours forever, for what advertising it will do for us in your neighborhood." That sounds like a definite, if almost incredible, offer. But disillusion descends upon the innocent housewife who sends for the washer. She finds that, in order to get the "free" machine, she must buy another at just twice the regular price. That is, the concern is trying to sell two washers on pretext of giving away one.

To the expert eyes the word "Free" in an advertisement is a danger signal. Alas for the rarity of Christian charity; something is not given for nothing in this hard world! Outside of samples or advertising matter, articles exploited as "free" will prove to be attainable only by harder work than would be involved in earning the money to buy them at a store. One surprising exception I must note; the "free" offer of the E. J. Schuster Company (S), which promises to give away foreign stamps to the number of two hundred, "collected by missionaries," to any applicant. This it actually does,

and more: for—wonder of wonders!—the two hundred proves to be an understatement, and the stamps, while including many duplicates, nevertheless are of good variety and no little interest. The plan is, as the concern states in its circular, to stimulate, in the recipient, a desire to become a collector, and to purchase specimens from the devisers of this curious method of enlarging business.

"Once burned, twice shy," is an apothegm the truth of which is peculiarly applicable to those who buy goods from advertisements; that is, to the very public which the advertiser wishes to reach. Hence the reputable advertiser, with a sound article, fears, not the honest competition of dealers in his own line, but the dishonest competition of advertisers in his own line or any other line if they use the same mediums employed by him. The quick exploitation of Swamp Root or Duffy's Malt Whiskey on one page of a publication will decrease the selling chance of the Chickering piano or the Globe-Wernicke cabinet on the adjacent page. If you have been cheated at one counter of a department store, you are not likely to return to some other counter. Thus, to the possible purchaser of sound goods who has been "stung" by a quick advertisement, other advertisements in the same medium cease to have "pulling power," if, indeed, they do not exercise a positively repellent force. The scope of influence even extends in some degree beyond the particular publication to all publications. One advertisement based upon false pretense detracts from the selling power of all advertisements.

Tell an "Ad" by the Company It Keeps

WHEN the Thermos bottle was first announced in the advertising pages of the magazines, I found a friend of mine laughing over what he termed "the rawest fake yet." The advertisement which so amused him was literally truthful. Every claim made in it could be substantiated; as my friend afterward found out by experiment. By questioning him, I arrived at the reasons for his mental attitude. In the same publication with the Thermos announcement were the advertisements of a guaranteed income for life from rubber stock, a panacea

(Concluded on page 26)

Angling for the unwary

his career in a mail-order college of journalism, his genius would probably have survived. Presumably, no postal academy of fine arts could permanently have crippled A. B. Frost's pencil. But not one man in a thousand really gets anything from these institutions, except the expensive experience of having his mind stretched on a Protean bed of rigid and unyielding formulas. And the theory of chances of success has already been exploited by the advertising race-track tipsters, who, with twelve horses in a race, give out as a "sure winner," a different horse in every city, thereby ensuring themselves of being correct somewhere. The "scoop-net" methods of the correspondence schools are not essentially different from this. They promise everybody in the hope of "making good" to somebody.

Chinaware, Washing Machines, and Free Gifts

CHINAWARE is very little advertised outside of localized mediums. Why? I asked the question of a dealer who ships his goods from end to end of the country. Here is his reply:

"What is the use of my trying to sell dinner sets when other firms are offering to give them away free?"

"How can others give away china free?" I asked.

"They can't. But they can offer to. Look."

He ran through the pages of a widely circulated "mail-order" magazine, one of the kind which sells for twenty-five cents a year, and, at that price, must bribe

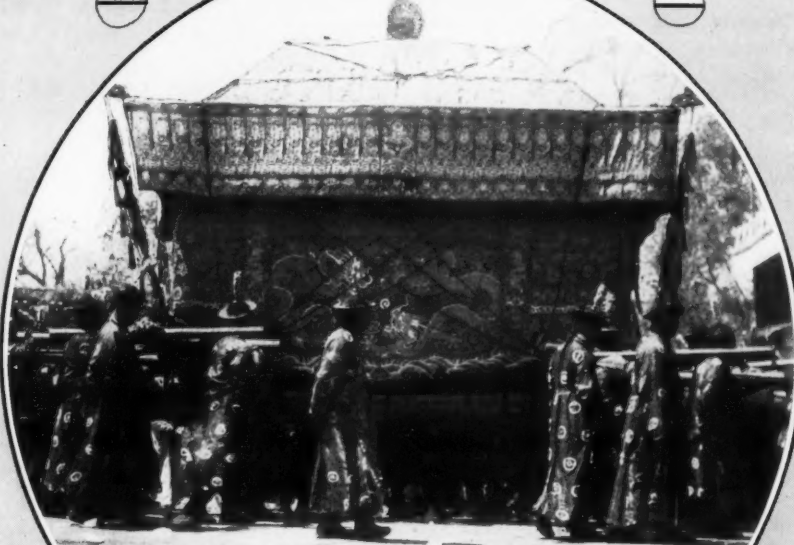
The "free offer" fakes



The new Prince Regent leading the dignitaries accompanying the royal bier

THE funeral of the late Emperor Kwang-Hsu of China, which took place at Peking on May 1, was observed upon the removal of the body from the mortuary in the Yellow City to the tombs which have been built for the royal family at the Western Hills. For the first time on record aliens were permitted to witness Chinese royal obsequies—the place of honor in the cortege being given to the special envoys of sixteen Powers. A pavilion also was erected in the Imperial city for the ladies of the Diplomatic Corps and other distinguished foreigners.

The ceremonies were in accordance with the enlightened progressiveness of Emperor Kwang-Hsu's reign. The images and household gods, usually displayed in a profusion equivalent to the wealth and importance of the deceased, were entirely absent, as also



The funeral chair borne upon the shoulders of eighty pall-bearers

were the chanting of prayers and pounding of gongs.

The courtiers and officials who marched in the procession wore robes of the plainest black, bereft of all ornament, as the symbol of extreme mourning. The uniforms of other groups in the cortege were likewise somber, although the use of color was more liberal.

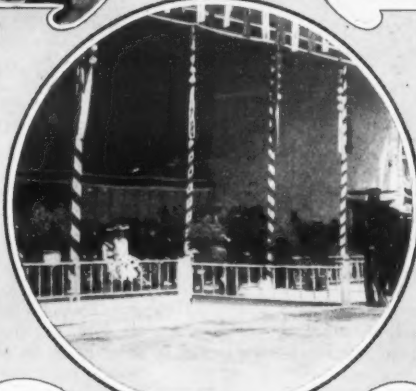
At the head of the line were one hundred and fifty white camels clothed in yellow trappings, and after them followed companies of footmen, Manchu bowmen, and Lama priests. Behind the Imperial bodyguard were drawn the elaborate floral offerings of Russia and France. Finally came the Government officials and Chinese princes, led by the new Prince Regent, with the special envoys of foreign nations, and at the rear the funeral chair.



A relic of isolation.—The ancient manner of going to an emperor's burial



The modern way of attending since the innovations of Kwang-Hsu



A part of the procession, and above, the ladies' section of the Diplomatic Pavilion

The Funeral of the Late Emperor of China

Comment on Congress

By MARK SULLIVAN

ABOUT Senator Bailey there are many opinions. To us he occasionally seems far too ingenious at finding good reasons for doing wrong things. We sympathize with Colonel Watterson when he points out that while Bailey "speaks" in favor of putting the steel barons in prison, he votes in favor of putting them in palaces." Bailey did vote for a tariff on iron ore. He voted likewise for a duty on lumber. For another specification to support the charge that many of his acts play into Republican hands, he took the floor of the Senate to repudiate the Denver Democratic platform and sneer at it. Nevertheless, any close observer of the Senate can say without reservation that, intellectually, Bailey is a very big man. He makes few speeches prepared in advance; but occasionally he rises in a debate and throws a quick big light which illustrates the distance between his head and the average level of thought in the Senate. One out of scores of examples is this paragraph upon the moral aspects of protection:

"I never have gone beyond the basic proposition that this Government has no right to take a dollar I have earned and give it to some one else, even if it does build up the business of the country. I do not believe that you can build a great and enlarging industrial fabric upon a foundation of injustice. I think every time you pass a law which takes the money I earn and gives it to some other man who did not earn it you perpetuate a foul injustice. No industrial system, though it be as broad-based as this continent, and though it should rear its splendid head until it reached the sky, can be permanent and sound if it is based upon a wrong. I denounce any law that takes what one man earns and gives it to another under the shallow and selfish pretense of building up a general prosperity. Unless all moral laws are at fault, no real prosperity can come out of any system founded upon an injustice to the humblest of our fellow citizens."

You can't get away from that. It may be that we must have Protection. Perhaps it is a necessity arising out of present expediency. Maybe we must look upon it like the social evil, as a thing that can not be abolished until the present state of society changes radically. But no man who values clear thinking should ever let himself forget that, fundamentally, it is a moral issue.

That Honor Roll

FROM a Texas friend, under date of June 6:

"Why do you make an honor roll of Democratic Senators who want to keep a high tariff on lumber to build our houses and barns, when I voted the Democratic ticket because it promised free lumber? I paid \$4,000 for lumber for my buildings, and ten per cent of it, or \$400, was tariff graft that the United States Treasury didn't get, but the lumber barons did."

You read us loosely, Doosely. Further speeches and votes have made additions to that roll of Democratic Senators who are voting and speaking for protection. It is now longer than the roll of Democrats who stand by the party's ancient principles. The Democratic Senators who voted for free lumber, in accord with the Democratic platform, are:

Alexander S. Clay, Georgia; Charles A. Culberson, Texas; James B. Frazier, Tennessee; Thomas P. Gore, Oklahoma; Charles J. Hughes, Jr., Colorado; Francis G. Newlands, Nevada; Thomas H. Paynter, Kentucky; Isidor Rayner, Maryland; Benjamin F. Shively, Indiana, and William J. Stone, Missouri. If any other members of the Senate than these are entitled to be classed as Democrats, we should like to know the reasons.

And Even Thou, Tillman

SENATOR TILLMAN, speaking of the amount of iron ore in the United States:

"I have been very much interested to discover that . . . we have also got a little patch or two of it down in South Carolina."

And so Tillman voted in favor of a tariff on iron ore. That Washington citizen had a good sense of perspective who proposed that the nation build on the banks of the Potomac a monument one mile square at the base and ten miles high in honor of General Winfield Scott Hancock, the man who first said: "The tariff is a local issue."

Looking Out for Number One

THIS passage occurred in the course of a debate in the Lower House:

"MR. Sisson—Will the gentleman tell this House what would become of the smoking factories and humming looms in New England if the South should manufacture all of her vast product?"

"MR. CALDERHEAD—Do not be uneasy for a moment about New England. She the Pilgrim Fathers landed at Plymouth Rock until now, and she will take care of herself until the end. Do not be uneasy about that."

Congressman Calderhead spoke truly. In the Senate Committee on Finance, which is making the tariff, a Rhode Island Senator, Aldrich, is the all-powerful chairman. Out of thirteen others in all, two more come from New England—Lodge of Massachusetts and Hale of Maine. They will look after New England! By virtue of the tariff which they make, the rest of the country will pay tribute to New England for the next ten years. It will be as truly tribute and nothing more as was the gold that Solomon exacted from the Canaanites; or as was the tea tax, because of which New England led the revolt from the mother country nearly a century and a half ago. For a pictorial representation of this editorial, see Mr. McCutcheon's cartoon on this page.

From the Heart

THE Hon. Joseph W. Fordney of Michigan is a powerful member of the Ways and Means Committee, which has charge of making the new tariff in the Lower House of Congress. Probably he would not speak so frankly if he were making a prepared speech; the following remark was taunted out of him in the course of an acrimonious debate:

"If I had my way about it I would not make a change in the Dingley law by the crossing of a 't' or the dotting of an 'i.'"

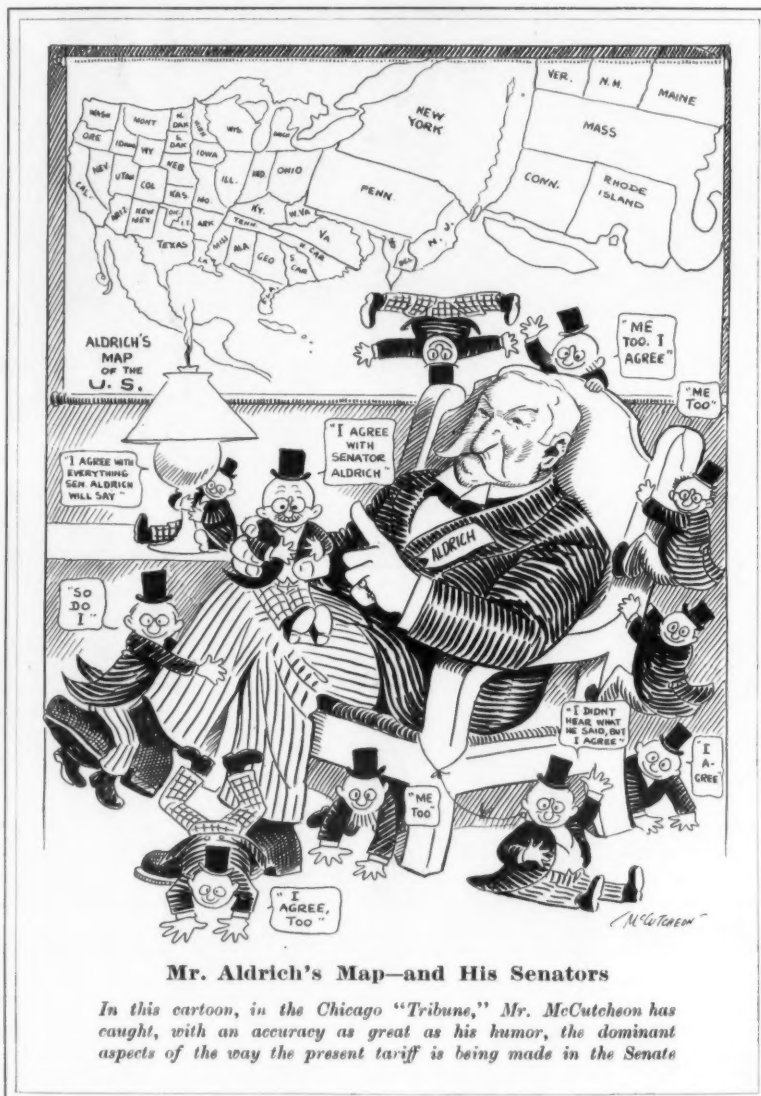
A Sigh for the Past

SENATOR NEWLANDS of Nevada, explaining how Taft might yet secure revision downward, assuming that the President would rather bring about this result without vetoing the bill:

"I can understand how the President of the United States, with his judicial temperament, would hesitate to force upon Congress his views upon a complicated piece of legislation, but I have not the slightest doubt that the President desires to fulfil the pledges of the Republican Party made to the country, and to fulfil his own pledges made to the country, and that he will hesitate to do nothing within his power to accomplish a very simple thing—the reduction of excessive duties. . . . While, therefore, the President, with his peace-loving and judicial temperament, may not be disposed to force prematurely upon Congress his views regarding this question, I have no doubt, when he realizes that his own party is in danger of repudiating party promises and his own pledges to the people, he will take action."

"The power of recommendation [by special messages to Congress] is one of the most valuable powers contained in our Constitution. It is the power given to the leader of a great party elected to the Presidency of the United States to indicate to Congress [by special messages] what he regards as appropriate legislation. It is the only way in which the attention of Congress and the country can be focused upon needed reforms. That power [of special messages] was availed of by Mr. Roosevelt; and I undertake to say that if it had not been for the free exercise of that power by him not a single one of the reform measures of his administration would have been adopted."

At this point in Senator Newlands's speech, Mr. Aldrich became very restless, interrupted Senator Newlands, and, after some parliamentary sparring, secured an adjournment until Monday.



Mr. Aldrich's Map—and His Senators

In this cartoon, in the Chicago "Tribune," Mr. McCutcheon has caught, with an accuracy as great as his humor, the dominant aspects of the way the present tariff is being made in the Senate

JOHN DOOSELY.

What the World Is Doing

A Record of Current Events

FRANCE, Turkey, and Asia Minor have faded from the headlines, and the inhabitants are doing the day's work in place of participating in a storm center.

The English situation is summed up bitterly, with some of the malice of impotence, by the London "Standard":

"The Government tacitly and stubbornly refuse to provide for the urgent necessities of naval and military defense, while the House of Commons is occupied with the passing of a budget conceived at once clumsily and vindictively in the interests of a class. His Majesty's Ministers have turned representative institutions into a mockery."

Germany's Count Zeppelin has flown 850 continuous miles in his dirigible balloon, and thereby proved that airships will be a factor in warfare. Straightway our Signal Corps busies itself in plans for the creation of a fleet of war balloons to act as a coast patrol.

The Georgia strike is settled in favor of the white firemen. The Philadelphia trolley men win their dispute at every point.

The temper of our statesmen grows acid with the heat. Penrose and La Follette clash, while the wilted, crowded Senate fights out the tariff items, article by article, with cotton one of the severest skirmishes.

Degrees are fluttering out to the earnest youth, boys and girls, in the thousand colleges, fitting schools, "finishing" schools, and grammar schools of our educating land.

Then follow the honorary titles sprinkled as holy water on the eminent sons of the Republic. Like the ancient order of knighthood, our captains of finance, wise lawyers, and far-seeing statesmen arise from the touch of the pedagogue, induced with a new mission. The railroad king becomes a master of literature, and the deft manipulator of rebates rejoices in the tinkling letters of the law.

The amusement places—the White Cities, Pay Streaks, Luna Parks—festoos themselves with electric lights and necklaces of bulbs, and hammer in the last plank of the scenic railway. The voice of the barker is heard in Dreamland. Airships drift along on the upper tides. Rockets splash the night with red. Summer is upon us. The gipsy millionaires, care-free wanderers, foot-loose waifs, arise and go from here; on the other side the world they feel they're overdue.

A Holy Convocation

A THOUSAND long-suffering brewers, who have been enduring the slings and arrows of Anti-Salooners, the wrath of fanatics, the ill-timed jests of clergymen and cynics, met for a little well-merited relief from persecution in Atlantic City on June 2. The occasion was the annual convention of the United States Brewers' Association. Away for a few brief hours from critics and enemies, these misunderstood men listened to the

pounding waves and discussed the crape-lined future. They resolved many things. Among others, they resolved to put dives out of business. "Hereafter brewers will refuse to sell beer to persons whose places are under the ban of other brewers."

We hope they will. It will be a change from recent and long-established custom.

There has long been an

agreement among the associated brewers not to do business with a saloon-keeper who is in debt to any brother brewer. The financial status of New York liquor dealers, for instance, has been looked into each week, and a secret typewritten list of liquor dealers in trouble sent out by the Brewers' Board of Trade to the members. They were ready enough and competent to act together when a gluttonous self-interest was operative. But when one of them tossed away a noisome liquor dealer, who was trafficking in saloon girls, there was a plenty of welcoming outstretched arms for the man with his dirty money.

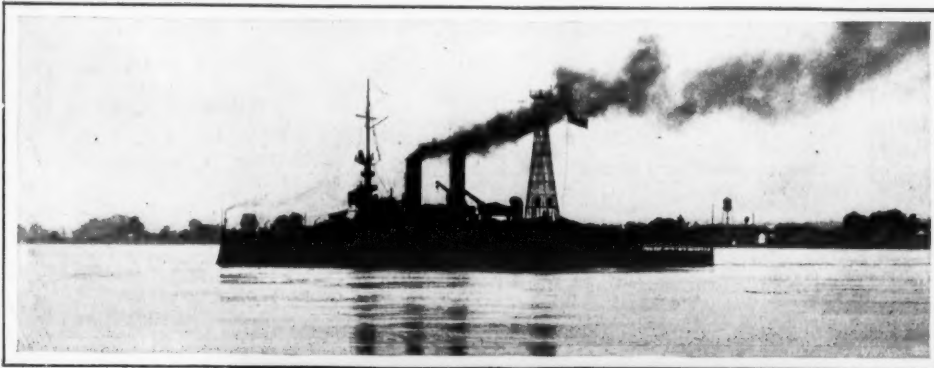
Granted that they have consented at the imperious demands of the public to extend their trade agreement, which is swift to act when their pocket is touched, over the domain of public decency, how do the Association members purpose to prevent non-Association brewers from taking over the rejected trade? That is no academic question, when you have companies like Bernheimer & Schwartz and Jetter grinning over the ramparts.

Julius M. Liebmann, the retiring president, is a clean, conscientious man and citizen with a sincere desire to purge his trade. He is not at his best in public address, as he is apt to overstate his side of a discussion. He said:

"The more our industry prospers the less will drunkenness prevail in our country. The era of temperate habits began with the impetus our trade received from the revenue system: nothing short of prohibition or local option can end it."

John A. Koren, whose knowledge on the liquor question is almost the widest of any person in the United States, said:

"No one understands so well the art of evolving social hysteria as the professional anti-saloon agitator."



Mississippi Honors Her Battleship

The U. S. S. "Mississippi," the first modern battleship to navigate the Mississippi River, steamed up to Natchez, where a great demonstration was held in her honor on May 22. The city of Natchez presented a punch-bowl to the vessel and also an American flag, which was captured from a Federal gunboat during the Civil War.

The former, however, is old and tired. Cobo is neither. He was freely talked of as the next President. In Caracas he will have plenty to do to continue the *entente cordiale* on which the two vivacious little Republics have just agreed—and from President Reyes's point of view he will be quite safe.

Curbing the Joy Riders

DRIVING recklessly, William Darragh, chauffeur, ran down and killed a thirteen-year-old boy on a New York street. On June 4 Darragh was sentenced to imprisonment for not less than seven years. The statute under which he was reached reads:

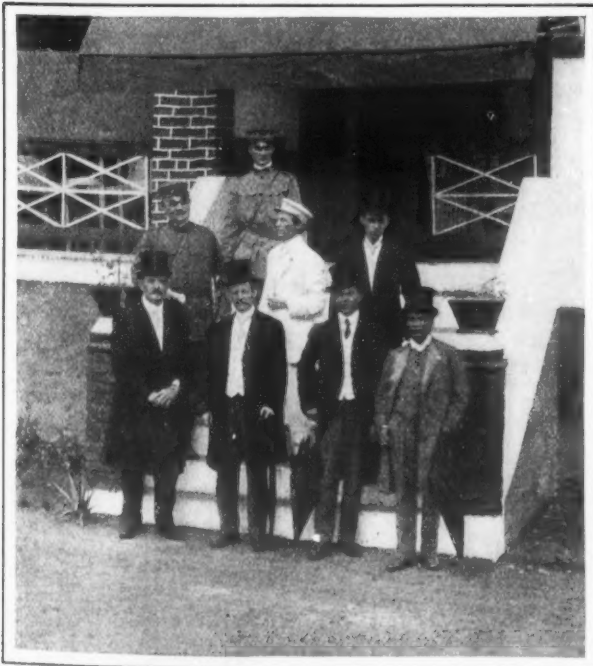
"The killing of a human being, unless it is excusable or justifiable, is murder in the first degree when committed by an act imminently dangerous to others and evincing a depraved mind, regardless of human life, although without a premeditated design to effect the death of any individual."

The judge who sentenced him said: "The next man who comes to the bar of this court charged with this offense may pay the penalty with his life."

Neglecting Rural Schools

MR. ROOSEVELT'S Commission on Country Life, which obtained much publicity because of its findings on neglected farmers' wives among other items, devoted time to the rural schools of the United States. It found that here, too, neglect was widespread—from Maine to Michigan. One of the reports to the commission deals with New York State:

"The entire system is at fault. The control of the schools is so decentralized that there is no control. The central board at Albany decrees the educational requirements of teachers, but it is an ignorant trustee, indifferent to these requirements, who has the hiring of the 'schoolmarm.' The Board of Education recommends the duties of the School Commissioner, but he is to all in-



The Commission to the Negro Republic

The deputation sent by the United States to Liberia to study solutions of "the problem"—The commission and the American Minister on the Legation steps in Monrovia, Liberia.

You Should Read This New Bond Book

"The World's Greatest Industry"

Every investor, small or large, should ask for our **New Bond Book**.

It tells some facts, now too little known, about the most attractive bonds that we know. The book is written after fifteen years of experience in selling these particular bonds.

They pay **6 per cent interest**—a higher rate than can now be obtained on any large class of bonds equally secured.

They are secured by first liens on valuable farm land. Some are tax liens—Municipal obligations.

They are serial bonds, so afford opportunity for either long or short time investments.

They are issued in denominations of \$100, \$500 and \$1,000, so they appeal to both small and large investors.

They are by far the most popular bonds that we sell. You will want some of them when you know all the facts.

Send us this coupon or write us a postal. Please do it now.

Trowbridge & Niver Co.
(Established 1893)

Municipal and Corporation Bonds
First National Bank Bldg. 30 Congress Street
CHICAGO BOSTON

Gentlemen:—Please send me your new Bond Book, "The World's Greatest Industry."

Name _____
Town _____
State _____

Send for this beautiful 100-page Book "Modern Bathrooms"



If you want your bathroom to be a model of comfort, luxury and hygiene, send today for "MODERN BATH-ROOMS." It will prove an invaluable aid in your selection of sanitary, practical bathroom fixtures—the kind that look best—last longest and cost no more than the ordinary kind.

"MODERN BATHROOMS" explains by text and illustration the equipment of many bathrooms, gives many valuable suggestions for arrangement, decorations, tiling and teaches you how to select the best sanitary system at a minimum expenditure. If you contemplate building a new home, or remodeling the bathroom in the old, this book should be your guide. Send for your copy today.

Enclose 6c. postage, give name of your architect and plumber (if selected).

STANDARD SANITARY MFG. CO., Dept. 38, Pittsburgh, Pa.

The "SIMPLO" Automobile



Water Supply for Country Houses
THE PROBLEM SOLVED



No elevated tank to freeze or leak. Tank located in cellar. Any pressure up to 60 lbs. The ideal fire protection. Send for Illustrated Catalogue "Y". Let our Engineers figure out your needs. LUNT MOSS COMPANY, Boston, Mass. Branch, 50 Church St., N. Y.

tents and purposes responsible to no one but the county politicians who slated him for the office. The Board of Education outlines the graded system and issues uniform examinations, but it is the teacher, a sovereign without interference, who conducts the school and marks all papers. It is a matter of her own conscience whether she labors long and devotedly or writes letters to her 'beaux' to fill up school time.

"The great stumbling-block in the way of improvement has been and still continues to be the fathers and mothers of the very children who are cheated most in the name of education. Country people present a curious inconsistency in their attitude toward education. No people have sacrificed more to send their children away to high schools and colleges. Yet toward the school at their threshold they are indifferent.

"The present inspection of rural schools in many counties is a sham. The law requires one yearly visit to each school by the School Commissioner. There are schools in which a commissioner has not been for from three to six years. More than that, they have been known to evade the request to visit a school reported to be in a shameful condition. The commissioners are at best politicians. They take no stand which will threaten their reelection or promotion. If the schools are not what they should be, the inspectors attribute it to irrevocable circumstances. The form of register-keeping must be a useless system of filing, else the failure of graded classes would come to the ears of the commissioners. Attendance is most irregular. Neither the truant officer nor the teacher enforces the law. So far the joint political influence of these insignificant commissioners has been strong enough to thwart every reform bill yet proposed by Commissioner Draper or high school principals.

"It is a singular travesty upon the State's generosity in training teachers for public-school work to note an increasing inefficiency among rural teachers. The very system of free education has stamped all its shortcomings upon the rural teacher. The normal schools and training classes have trained for and interested teachers in the graded schools of towns and cities alone. This was a natural sequence of the rapid growth of towns and the subsequent demand for teachers. Those who had established good records as rural teachers hastened to secure full essentials and have likewise been drawn into the towns. Meanwhile the salary paid rural teachers has risen sufficiently to attract into the field girls who dislike teaching cordially. The salary is higher in relation to time and effort expended than sewing, clerking, or domestic service. Any girl who has attended a few sessions at a normal school or has secured a training class certificate at a neighboring high school may obtain a district school and receive for her services from \$300 to \$400 a year. Although the pecuniary advantage is now with the rural teacher who boards at home rather than with the graded teacher, social and professional reasons continue to draw the better qualified teachers to the towns.

"The true solution is centralization of school management, coupled with an effort to bring trustees up to some conception of their duties. Instead of the planning lying solely with the Board of Education in Albany, the inspection with the county politicians, the financing with the local trustee, and the conduct of the school with the teacher, these functions should be unified. The School Commissioners as now elected and ordained should be stricken out, root and branch. Instead, an inspector, qualified by experience in teaching, should be chosen and made responsible to a joint board of local trustees and the Board of Education. As soon after the district elections as possible the retiring and newly elected trustees and clerks should be called to the county-seat on a date arranged by the Department of Education. This convention should be presided over by a representative of the State Board of Education. The inspector should be elected for one year by these assembled trustees."

These emphatic and vivacious statements do not apply everywhere and in all cases. All School Commissioners are not mere politicians, and inefficient executives.

Rural school-teachers, in many instances, are more inefficient than their predecessors. But it is not a safe generalization to state that as a class they have deteriorated in recent years.

The "centralization bill" at Albany has not been killed by the School Commissioners alone. There is an entirely honest sentiment against centralizing power at the State Capitol, in addition to the opposition of "interested" persons.

But the main points of the indictment hold true, in the opinion of certain fair-minded experts. Definite and searching reforms are needed and will be urged till

they are attained. Better supervision will be demanded till it is had.

The German Invasion

TWO more items have been added to England's pack of worries. She finds her army in a woful way, and she discerns a lack of fellow-feeling in the United States. Many times Earl Roberts has sat cool under fire, but the Teuton invasion is too much for even his imperturbable nerve. "Bobs," Son of Battle, cried out to the House of Lords, in a recent "Strength of the Army" session:

"We have no army. We have neither an army to send abroad nor an army to defend the country at home. While we are all sitting here and taking things so easily and so comfortably, danger is coming nearer every day."

The English journalists turned themselves loose on this scene, and one man embroidered the affair thus:

"The noble lord; bronzed, taut-figured, with voice sharp, almost metallic, with the rap of soldierly command in it—an old man now, but the fire in his blood and yet something of the ring of despair in his tone. He dreaded the future."

The London "Spectator" is grieved by our general indifference to England's peril. "It would be little short of a national disaster [to the United States] if the command of the sea were to be lost by Britain and to pass into the hands of Germany. The statesmen of Washington would rather see the command of the sea in almost any other hands than those of Germany."

"Germany, if she once obtained the command of the sea, would be quite out of the reach of any American pressure."

"But," says the "Spectator," "the ordinary American journalist sometimes shows an astonishing ignorance of foreign affairs. Like all ignorant people, the journalists in question are very suspicious of friendly expressions of feeling which they do not understand."

The World's Fair of the Northwest

AT FULL speed and with no friction, Seattle opened her World's Fair on June 1. President Taft in Washington touched a golden key and shot a transcontinental spark to Puget Sound. The banners blew, the fountains leaped, the great guns thundered from the battleships down the bay.

The American people always enjoy this sort of show—a Chautauqua, a political convention, a World's Fair. To have plenty to look at and listen to, to be part of a happy crowd, to trail along with a guide-book or a note-book—there you have the native-born citizen when fulness of joy is possessing him. An exposition is an extemporized university.

Part of what the Fair will do is to prove that Alaska is a good thing.

This Exposition reveals a country devoted to more sorts of life than snow and wild adventure. It shows a land fertile in minerals, fisheries, grains, and fruits.

The Seattle Fair is a partial and local answer to some of our modern problems. In the Northwest there is a cure for unemployment, for poverty, hunger, disease. For a hundred years to come men will find work there and a vigorous life.

James J. Hill helped to open the Fair. His talk, as often, showed an imaginative lift. He said:

"The greatest service to the nation, to every State and city to-day, would be the substitution for a term of years of law enforcement for law-making. There are four great words that should be written upon the four corner-stones of every public building in this land with the sacredness of a religious rite. These watchwords of the Republic are equality, simplicity, economy, and justice."

What a State Might Do

THE latest statistics in the report of the New Hampshire Forestry Commission state that over 800,000 acres of land, once improved and cleared, have since 1880 been abandoned to grow up in brush. If New Hampshire had been the municipality of Zurich, Switzerland, this land would have been taken under some form of the doctrine of eminent domain, planted with trees, and in the later generation have become an asset for its people. The people of Zurich once found themselves without the timber needed for its maintenance, for the building of its homes, and took this wise step. To-day, when the expense of operation is paid, the property yields to the government of that city something over fifteen dollars an acre.

What would be the opinion of the generation of New Hampshire citizens thirty years from now of the work of their forebears if they should find themselves possessed of several hundred thousand acres of white pine, planted and managed by a

It pays to buy

Nufashond Shoe Laces

They are the best money's worth because they easily outwear two or more pairs of other shoe laces. Being tubular in the center they slide freely through the eyelets, and are doubly reinforced to withstand the strain at this point.

It is worth something too, to always have nice-looking shoe laces. Nufashond are all silk and retain their lustre and beauty. And the bow is always neat and attractive because it does not crush in tying.

You don't need to simply take our word for these things. Every pair of Nufashond Shoe Laces is

guaranteed for 3 months

25 cents per pair at all shoe and dry goods stores, and haberdashers. Sold only in sealed boxes. If your dealer hasn't Nufashond Shoe Laces, we'll send them to you postpaid on receipt of 25 cents.

Write for our illustrated booklet that tells about Nufashond Shoe Laces and shows our full line of shoe laces at every price.

Our 10c tubular laces for high shoes are guaranteed for 6 months.

Nufashond Shoe Lace Co.
Reading, Pa.



Brighton



The new idea—ventilating web that cools the skin at every movement; no chafing or soil of perspiration. The new fabric—unyielding as leather, agreeable as the softest silk. Adjustable to any leg. Nickel trimmings, 25 cents. Gold plated, 50 cents.

PIONEER SUSPENDERS

Lightweight webs for summer; all lengths; our guaranty band on every pair. 50 cents a pair.

Both should be at your dealer's, if not, we will mail them on receipt of price.

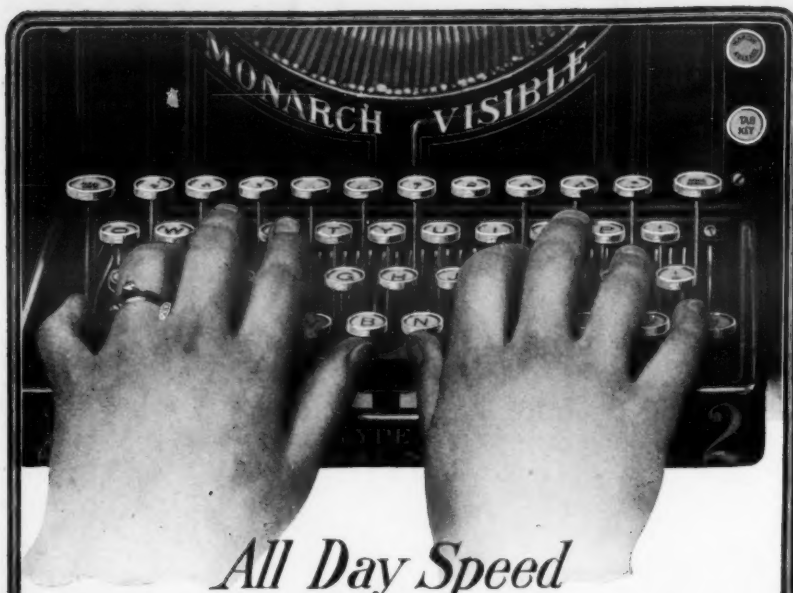
PIONEER SUSPENDER COMPANY
718 Market Street Philadelphia

In One Year This Clock Will Return You \$36.50 on an Investment of \$3

If you keep it running. To do so you must drop a dime in the small slot at the top each day. If you miss a day the clock stops, then you must rewind with another coin. The 20th Century banking invention. Used in quantities by banks to increase deposits. A handsome desk and mantel ornament, gun-metal and copper finish. Holds \$20.00 in dimes, can be operated also with nickels or pennies. Start saving now. Teach your child to save. Sent express prepaid anywhere in United States, our first year's advertising plan, which is a tremendous money-saver, on receipt of money order for \$3.00. Send to day and be first in your neighborhood to own one.

Bank Clock Mfg. Co., Beacon Bldg., 6 Beacon St., Boston, Mass. Representatives wanted. Territory not taken assigned to those only who can guarantee results. Special opportunity for school and college students.





All Day Speed

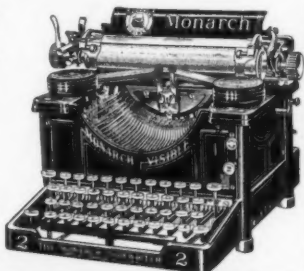
Ordinary heavy-action typewriters so draw upon the operator's energy that her speed diminishes as the day's work progresses.

Monarch Light Touch

conserves the operator's energy—leaves a balance at the day's end. Monarch all-day speed results in increased production, decreased cost of typewritten work, per folio. A Monarch equipment means economy. Let us give you a demonstration of Monarch Light Touch and other Monarch advancements.

Write for Illustrated
Descriptive Booklet

The Monarch Typewriter Company
Monarch Typewriter Bldg., 300 Broadway
New York
Canadian Offices: Toronto, Montreal
Branches and dealers throughout the world



2000% PROFIT

Here's an opportunity. In a clean legitimate business, to clear 2000% on an investment of 7 cents, day after day. The

EMPIRE CANDY FLOSS MACHINE

will do it for you. For five years it has made this big money for others at street fairs, race-tracks, summer resorts or anywhere a crowd collects. A pound of sugar makes 30 five-cent packages of candy floss, which sells like hot-cakes in a blizzard. If interested ask for catalog 10.

Empire Candy Floss Machine Company
Fisher Bldg., Chicago, Ill.

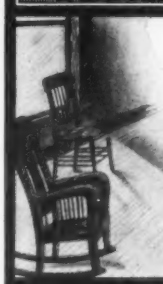


WE WANT YOU TO TRY

Patton's Sole-Proof Floor Coatings. We want you to know how beautiful and how serviceable they are—how very different from any other colored varnishes you may have used. Although made especially for floors, they make splendid finishes for interior woodwork generally and for tables, chairs and all sorts of furniture. Make linoleum look like new.

With the Sole-Proof Graining Outfit, even an amateur can get natural wood effects on all sorts of surfaces.

PATTON'S SOLE-PROOF FLOOR COATINGS



are sold in ten colors by reputable retailers whose business existence depends upon the quality of their wares.

FREE SAMPLE—Write for beautiful color card and booklet and if you enclose 10c in stamps to cover packing and postage, we will send sample can—enough to finish a chair.

PATTON PAINT CO.
216 Lake St.
Milwaukee, Wisconsin

Speed! I Guess Yes!



—And economy, too, in the Black MOTOR RUNABOUT. Travels any road—up hills, through mud, 2 to 25 miles per hour. 30 miles on one gallon of gasoline. Engine 14-h-p., 2 cylinders, air-cooled. Chain drive gear—Double brake. No tire troubles. Safe, reliable, handsome. Also Top Motor Buggies and Surreys. Write for free book No. A66. BLACK MFG. CO., 124 E. Ohio St., Chicago

CONCRETE HOUSES

Cost Less Than Wood. More handsome than Brick. Durable as granite. A Pettyjohn 325.00 concrete block machine, sand, gravel and cement are all that is needed. Simple, easy and quick. We furnish full instructions. Save money for yourself or make money by selling blocks. Write for catalog and suggestions.

THE PETTYJOHN CO., 646 N. Sixth St., Terre Haute, Ind.

PATENTS

NEW BOOK FREE

This book contains 100 cuts of Mechanical Movements and Tells all about PATENTS. What to Invent for Profit and How to Sell a Patent. O'BRIEN & BROS., Pat. Attys., 219 F St., Washington, D. C.

Who Wants "Bonnie Boy"



This is "Bonnie Boy," and this Beautiful Cart? The children in the cart are having the most fun! They can't spill, for the carts are so built that tipping over is impossible. "Bonnie Boy" is city broken and doesn't mind an automobile, a street car or a railroad engine the least bit. Won't scare at anything. The Tony Pony Line 25 styles of children's vehicles—the most fashionable patterns on the boulevards of all the large cities. We have 150 imported Shetlands to select from. We send the Tony Pony outfit complete—pony, harness and cart. Write for illustrated catalog. MICHIGAN BUGGY CO., 12 Office Bldg., Kalamazoo, Mich. We also make the Reliable Michigan line of pleasure vehicles.

competent State forester, properly accountable to the people, in place of the nearly one million acres now shorn of forest and abandoned by the plow?

It is within the constitutional power of the legislative branch of the State Government of New Hampshire to seize this land, plant it with trees—with white pine for the advancing generation, and with spruce for the remoter descendants.

An issue of bonds, to pay the expenditure necessary for the condemnation, reforestation, and guardianship of the growing forests, and redeemable at stated intervals by the sale of the lands back to the people, under definite restrictions to insure the preservation of the forests, would probably reimburse the State for its work. It could then be provided that only a certain portion of the growth should be cut in any year, that the trees of small girth should be spared, and that all the danger of fire caused by allowing the waste to remain within the forest should be prevented by compelling the timber harvesters to remove it and burn it.

Dr. Hale, during the recent winter, in one of his addresses, offered the suggestion that towns become the owners of forests just beyond the village limits, as has been done in Zurich. This would act as a supplementary reforestation to that of the State—which would obviously apply only to the larger areas. It might be wiser to begin the work by degrees, testing its success gradually. But three things are certain—the State of New Hampshire has the power to do this service for the next century; it will return the forests to

all but the mountain-tops; the desolated lands will become an asset, while now they are unproductive.

A Strike That Petered Out

SANE public opinion was too much for the striking postmen of Paris, who have returned to work. Now that the Government has properly enforced its sovereignty and established the fact that a State employee is a public servant, without the privilege of taking action that is detrimental to the community, it is to be hoped that the grievances of the employees may be swiftly redressed and a permanent solution agreed upon. The favoritism in appointments which has prevailed must be checked, otherwise it will continue to act as an irritant. Outbreaks will be recurrent till the system is purified.

The London "Times" is no flinching radical sheet, but it has editorially stated:

"Public opinion was also captured to a great extent by the strikers, who were known to have some genuine grievances which ought to have been redressed long ago. But these grievances are now admitted and, there is reason to believe, will be removed in a regular manner, so that the public will not again pardon an attack upon its interests which can only retard real reformation."

The French Government has published statistics to the effect that of the nine million French workmen, nine hundred thousand only are unionized, and that less than three hundred thousand belong to unions affiliated with the General Federation of Labor.

The New World of Trade

(Concluded from page 30.)

patent-medicine, a fake electric railroad, and other offers which he knew to be swindles. The vacuum bottle embodied a principle new to him; therefore, seeing it in juxtaposition with false claims, he assumed, by primary logic, that it was itself fallacious. Herein lies a principle of advertising too little considered; that the atmosphere and environment surrounding an advertisement affect the public belief in it. An advertisement is judged by the company it keeps.

Honest competition the shrewd advertiser may even welcome. Take the instance of tinned pork and beans. Van Camp recently began a tremendous campaign on this article. At about the same time Heinz & Company were preparing to go in for the same kind of exploitation. The Van Camp people were disturbed; wondered, at first, whether they would not better "let down" in their expenditures. The matter was referred to the representative of their advertising agent who had made a statistical study of the consumption of baked beans.

Beans and Coffee

"NOT at all," said he. "Our canvas shows that only ten per cent of families use baked beans and only four per cent use canned pork and beans. What we want is to educate the public on beans. Teach them to eat beans, to think beans, to dream beans. There's ninety per cent of possible bean-eaters who are falling short of their potentialities. We need not less bean advertising, but more bean advertising. Our competitors in raising the bean to its proper status in the world of edibles are helping to sell our product as well as their own."

And so it proved. The only kind of rivalry which Van Camp need to have feared would have been the publication of some bean substitute or fraudulent bean, which would have led people to mistrust the very name of the vegetable. Unquestionably the sale of coffee has been greatly injured by the fallacious and alarmist "warnings" issued by the coffee "substitutes" in a widespread campaign; warnings which inspire the belief that coffee is a dangerous drug instead of being, as it is for the vast majority of people, a valuable article of food. That sort of "danger signal" exploitation is, from a business point of view, unfair and dishonest.

Obviously, the advertiser who plays fair with his public is handicapped in competition with the advertiser who plays foul. Compare the advertisement of the American Academy of Dramatic Arts with that of the school which offers to make actors by mail. The "American Academy" is a legitimate and high-grade school, but why should the aspiring elocutionist go to the expense of coming to New York and taking its course when the same publication which carries its announcement informs him that he can "Learn to be an actor by mail." In that dim and shadowy realm of advertising, the "classified," where dubious, dishonest, and reputable advertisements shoulder each other like all sorts and conditions of men in a mob, the tares are so thickly mingled with the wheat that distinction between the two is often

difficult. The two classes are exemplified in the four paragraphs of the accompanying illustration:

THE PERRY TIME STAMP OFFER to the live dealer or agent a substantial opportunity. One demonstration will convince any business man of its merits. Price \$20.00 and a good legitimate profit for you. Your chance to build up a solid business. Write to-day for particulars. Stromberg Electric Mfg. Co., 23 So. Jefferson St., Chicago, Ill.

WE OFFER EXCELLENT TERMS and protected territory to men capable of representing us. The Sun Typewriter at \$40 is the standard of its field. Sun Typewriter Co., 317 Broadway, New York.

WANTED—Capable agents to handle new, high-grade, up-to-date articles; lightning sellers in all homes, offices, stores, shops; \$3 to \$10 daily guaranteed. Promotion assured. Thomas Mfg. Co., 1302 Home Bldg., Dayton, Ohio.

\$11.00 WILL START BUSINESS yielding big monthly income. Pleasant work during portion of spare time. Profits pile up while you sleep. Particulars from Premium Vending Co., Lewis Block, Pittsburgh, Pa.

Both of the upper offers are genuine and honest. A man knows what he is going into when he answers them. The two offers below are an attempt to sell goods on false pretenses. The Thomas Manufacturing Company does not and will not guarantee \$3, \$10, or any other sum daily, nor can it assure promotion. On the face of it, the Premium Vending Company's offer is fallacious. If installation of their machines piled up big incomes, there would be no necessity of selling them at \$11 or \$11.00. Yet these four advertisements get an equal showing in the "classified lists," the good with the bad. What chance to attract agents has the honest offer of employment as against the fake guarantee or the lure of the "big monthly income"? Isn't the publisher of these advertisements playing fast and loose with his advertisers, as well as with his reading public?

Reform comes from within sometimes. In the parallel below is exemplified a "change of heart" on the part of a concern which formerly advertised honest goods dishonestly and now advertises them honestly.

MANUFACTURER'S OFFER. \$50 to \$150 per week and upward positive. Representatives wanted everywhere to operate sales parlors for the best, most rapid selling Men and Women's Dress Shoe known. Reply quick. Kushion Comfort Shoe Co., Lincoln, W., Boston, Mass.

ESTABLISH A GENERAL AGENCY in your locality. We have a shoe that sells on sight. Every man and woman a possible customer. Write to-day. Kushion Comfort Shoe Co., 11 W. South Street, Boston, Mass.

The old form is above, the new below. In the old the "manufacturer's offer" was made to appear like a salary offer to representatives, whereas it was only a method of selling shoes to agents. No salaries were paid to agents. No sales parlors were opened. The figures given, even regarded as commission earnings, were extreme. All this is cut out of the new advertisement, which, with the exception of the harmlessly exaggerated "We have a shoe that sells on sight," is beyond criticism. That the reformed offer pays would seem to be indicated by the fact that this "copy" has been widely used. Perhaps in time the public and the publications will be educated to such a point that every dealer with honest goods to sell will find that he can best do business on a basis of simple truth, leaving the field of glittering mendacities to the quack, the stock swindler, and the bunco artist.



Are You Losing Power In Transmission?

CAN you answer this positively yes or no, Mr. Manufacturer?

If you are in doubt, there is danger that a big loss is going on right under your eyes that you have not discovered or have attributed to another cause.

Perhaps you are not looking for a loss of power in the right place. You are careful to economize in your engine room and in the operation of the machines which make your product.

But how about your "roadbed of power"—what is happening there?

Let us answer this question for you. We will do it gladly—give you accurate and truthful advice based on a quarter of a century's study of power transmission. The overcoming of thousands of power transmission difficulties in the world's greatest plants of all descriptions.

Write describing your equipment. We will advise you fairly and frankly regarding your requirements, telling you what power machinery will best meet your needs—how it can be most efficiently and economically installed and maintained.

"The Dodge Idea"

represents the one perfect type of power transmission machinery—standardized excellence. It embodies these special Dodge features:

Interchangeability wherever possible, the split feature in transmission equipment, the splendid economy of self-oiling bearings, friction clutches to control departments independently.

Here are some of the famous Dodge appliances for power transmission—Dodge "Independence" Wood Split Pulleys—perfect balance—100 per cent gripping efficiency. Dodge "Standard" Iron Split Pulleys with interchangeable bushings to fit all shaft sizes. Dodge Adjustable Shaft Hangers, Pillow Blocks, etc., with self-oiling bearings. Dodge Split Friction Clutches, etc.

Being made in halves, Dodge appliances can be mounted on the shaft or removed in a few minutes without disturbing other equipment already in place.

Write for our Catalog

—and our special plan for guaranteeing delivered prices on Dodge goods, giving you an exact price on transmission machinery, complete, laid down in good condition at your nearest freight station. If you want this information, be sure to mention the fact when you write.

Our Magazine "The Dodge Idea" Free to You For Six Months.

A magazine of practical help and interest, covering about everything worth while on the subjects of shaftings, bearings and general power distribution.

A complete compendium of millwrighting and mechanical transmission of power. If you are even remotely interested in this subject, we want you to receive this magazine. Just send the coupon.

Dodge Manufacturing Co.

Largest in the World

Power Transmission Engineers and Manufacturers of the Dodge Line Power Transmission Machinery

Main Office and Works: Station F2, Mishawaka, Indiana

Branches and District Warehouses: Boston; New York; Brooklyn; Philadelphia; Pittsburg; Cincinnati; Chicago; St. Louis and London, England. And Agencies in Nearly Every City in the United States.

We carry large, complete Stocks at all Branches for immediate delivery. For quick service, communicate by long distance telephone with branch or agency nearest you.

Dodge
Mfg
Company
Station F2
Mishawaka, Ind.

Gentlemen:—Without obligation on my part, I will be glad to receive your magazine, "The Dodge Idea" for a free six months' subscription.

I am connected with.....

(Here give firm name)

in the capacity of.....

(Here give position you hold)

My name.....

My address.....

PRESIDENT SUSPENDERS

in the light weight lisle are for men
who care for *comfort* and *style* in dress.

The *comfort* of wearing suspenders that don't tug on the shoulders like the rigid back kind—and the *style* of having trousers that hang perfectly regardless of the wearer's position.

Light, medium and heavy weights. Guaranteed by makers. Sold by all good dealers or by mail direct. Price 50 cents.

THE C. A. EDGARTON
MFG. CO.
1718 Main Street
Shirley, Mass.



Low Fares to Seattle

\$62 for round-trip between Chicago and Seattle for the Alaska-Yukon-Pacific Exposition via the

**CHICAGO
MILWAUKEE & ST. PAUL
RAILWAY**

\$62 also for the round-trip between Chicago and Tacoma, Portland, Victoria or Vancouver.

Tickets on sale May 20 to September 30. Return limit October 31. Stop-overs. Descriptive folder free.

F. A. MILLER,
General Passenger Agent, Chicago



Instead
of
Court
Plaster



"Paint
it with
New-Skin
and
forget it"

For a Cut or Scratch

Clean the wound thoroughly. Then paint it with a coat of New-Skin. The New-Skin will dry into a tough, flexible film under which the wound will heal rapidly without further attention.

For a Hang-Nail

Trim the hang-nail close with sharp manicure scissors; then coat it with New-Skin, applying a second coat after the first has dried, if necessary. After that the hang-nail will not bother you and will proceed to cure itself.

For Split Lips

Flatten out the lip with the fingers and touch it lightly with New-Skin. Hold the lip flat for a moment until the New-Skin dries. There will then be no further annoyance and no further temptation to bite or touch the lips. New-Skin is good for Burns, Blisters, Cuts, Scabs, Spots and Chafed Feet.

Dept. J. NEWSKIN COMPANY, NEW YORK
For sale by druggists everywhere, 10 and 25 cents, or sent by mail. Stamps taken.

had concluded his address on the Kentucky pioneer and Miss Florence Howard had recited effectively "The Blue and the Gray." Mrs. Ben Hardin Helm, a sister of Mrs. Abraham Lincoln, pulled the silken cord, and the flags fell apart, dropping gracefully into the arms of the six little girls who were stationed by the pedestal to receive them.

As this heroic bronze image of the martyred President looked out upon the scenes from whence he came, an impressive silence spread over the vast crowd in the Court-House Square. Then, like a rocket, a great cheer went up and the cheers spent themselves spontaneously into the singing of "America." It was one of those lofty moments crowded with inspiration and deep emotion. But in perfect harmony with the spirit and character of the living Lincoln, the moment was not without its humiliating humor. The local band that had done so proudly with "Dixie" and "My Old Kentucky Home" and a military heel-and-toe promenade polka, veered leeward toward the reef and broke hopelessly upon the rocks in the second stanza of the national anthem.

In concluding the exercises, Judge Durrelle, one of the commissioners, accepted the work from the sculptor with words of appropriate appreciation. In turn, Governor Willson accepted the work from the commission on behalf of the Commonwealth and solemnly entrusted its care to the citizens of Hodgenville, by whom, through their Mayor, it was received.

Kentucky's happy recognition of pride in her greatest son was nowhere so well epitomized as in Colonel Henry Watterston's unveiling address. Himself a Kentuckian and a Confederate veteran, he voiced the spirit not of the border State alone, nor yet of the South, but of all the States, when, referring to Lincoln and the Union, he said: "We owe its preservation to his wisdom, to his integrity, to his firmness and his courage. As none other than Washington could have led the armies of the Revolution from Valley Forge to Yorktown, none other than Lincoln could have maintained the Government from Sumter to Appomattox. All of us are Unionists now."

The Side Doors of the City of Churches

THE officer of the law was lounging easily near the "side entrance," his elbows planted back of him in a restful position upon the iron window-guard, his club dangling listlessly from his wrist. We took a similar attitude under a big gilt brewery sign across the street. It was Sunday afternoon, and we were doing the saloons about the Hamilton Avenue ferry in Brooklyn. Two of us were Manhattan newspaper scribes; the third, be it confessed, was a public-school teacher.

"Another one of those poor deaf and dumb, blind, and straggled 'cops,'" quoth the pedagogue. "Look at him—too sleepy to turn his head!" At that moment a limply, struggling figure was flung out at the very feet of the officer, and a big man in a white apron appeared for an instant at the doorway. The loafers up and down Hamilton Avenue guffawed. The white-aproned man appeared for a second time and shoved a second "drunk" violently into the street. The policeman exchanged a word with the "barkeep," and, walking over to the edge of the sidewalk, poked the prostrate wretch in the ribs with his club. "Move on there!" came from the lips of authority. The bum staggered in a zigzag toward us, and ended by falling headlong into the open door of the saloon at our back. The "cop" returned to his post of duty.

In a large rear room of the saloon we found the "bouncer" and another, a middle-aged and rather pleasant-looking fellow, industriously drawing beer at a small bar. Through an excess of caution, or some other motive equally superfluous in the saloon business in New York City, the proprietor was not serving drinks in the main barroom that day. The school-teacher placed three nickels on the sudsy copper sink over the spigots and ordered a "short" lager beer. "Make it three," added my fellow-journalist, shrewdly calculating on the plainly suggested five-cent limit. They were of gentlemanly "shortness" in comparison with the great urns of splashing yellow stuff that was set out to the herd. The big barkeep rang up the cash register, and, talking pleasantly to us the while, mechanically served a ragged man who was so drunk he could scarcely hold himself up by the slippery bar-rail. The poor fellow spilled half of it on his clothes, wobbled for a moment, and slid to the floor. "Trow that — out, too, Jake!" commanded the smaller man disgustedly.



Of Course you wear a cap

It is the badge of the out-door life for the good dresser, be he man of leisure, business man, professor or President. But what a difference in caps! The swell cap is the

HEIDCAP

It is the finest cap in the country. It has the lines and the "kick." It makes you look a thoroughbred. Good haberdashers in the larger cities sell

THE HEIDCAP
\$1.00, \$1.50, \$2.50

If yours doesn't—or *anyway*—send for the Cap Book. It shows the cap styles followed by the knowing.

Frank P. Heid & Company
DEPT. B, PHILADELPHIA



For "going-away" time—

VELOX Post Cards

Just slip a package or two in your vacation outfit, along with your Kodak films, and send home pictures that tell the story.

NEPERA DIVISION,
EASTMAN KODAK CO.,
Rochester, N. Y.

STYLE ECONOMY

WATERPROOFED LINEN

LITHOLIN

COLLARS & CUFFS

FIT COMFORT

OVERMOUTH

CHICAGO

HARVARD

YALE

COLUMBIA

WEST POINT

ANN ARBOR

PRINCETON

PENN.

CORNELL

STEVENS

Summer Comfort

The Same Collar You've Always Worn—Only WATERPROOFED

ONE of the many reasons why Litholin Waterproofed Linen Collars and Cuffs increase in popularity is that, no matter what the weather may be, or the conditions, they hold their shape, do not wilt or fray, and, if soiled, can be wiped white as new with a damp cloth, in a minute. That cuts out the expense of the laundering—a weekly item which counts heavily in the long run, especially in the hot months. So, you get style, and save, and have real satisfaction. There are imitations. Genuine Litholin Goods are ALWAYS sold in RED boxes—look for the trade-mark.

COLLARS 25c. CUFFS 50c.

If not at your dealer's, send, giving styles, size, number wanted, with remittance, and we will mail, postpaid. Booklet of styles free on request. Keep this Ad. for future reference

THE FIBERLOID COMPANY
DEPT. 3 7 WAVERLY PLACE NEW YORK

"On the Work"


EASIEST, HANDIEST, QUICKEST COMPUTER

It does its work perfectly at any angle—can rest on any desk or on book alongside figures you wish to add. A wonder as a saver of time and errors. Capacity, 9,999,999.99. Save time and money—write us today if you'd like to try a

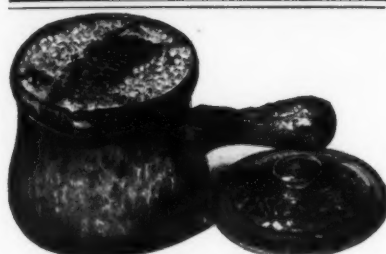
RAPID COMPUTER ADDING MACHINE

Every merchant, dealer, bookkeeper and clerk who requires quick, accurate footings should own one and prove for himself its worth and economy. Users call it the "little machine." Let us send one for your inspection. Sale price only \$25, sent C. O. D. Money back if it doesn't suit. Get free catalog and detailed description.

RAPID COMPUTER CO., 2075 Tribune Bldg., Chicago



Dr. Lyon's
PERFECT
Tooth Powder
Cleanses, beautifies and
preserves the teeth and
purifies the breath
Used by people of
refinement for almost
Half a Century



Try It On
BAKED BEANS
They are made far more
digestible with
LEA & PERRINS
SAUCE
THE ORIGINAL WORCESTERSHIRE
Soups, Fish, Steaks, Roast
Meats and many other dishes
are improved by its use.
It Aids Digestion.
JOHN DUNCAN'S SONS, AGTS., N. Y.

Adjustable Shelves Sliding Doors

Here is the one sectional bookcase that suits all sizes of books. You can have one row on one side and two or three on the other. This is the Danner Sectional Bookcase.

The case is in double sections. It doesn't look like a sectional case. The double section means better design.

This is the one sectional case with sliding doors—doors which are always out of the way, open or shut. The doors run on rubber tired casters. They never jam. They are noiseless and dust-proof.

The One Sectional Case You Can Sweep Under



See how it stands up from the floor. This is the sanitary feature so popular now in desks.

No other case has a consultation leaf to rest heavy books on while simply referring to them.

We make Danner Sectional Cases in all styles and wood finishes. Plain or beveled glass doors.

Here are four separate and immensely valuable features you'll find in no other sectional case on the market. Don't you want our catalog?

THE JOHN DANNER MFG. CO.
21 Holland St. Canton, O.

DANNER SECTIONAL

WIRELESS

Give you more genuine entertainment than anything you have known yet. IT IS NOT necessary to know the code. You can catch messages from any of the 500 U. S. Government and Commercial Wireless Stations with apparatus costing no more than \$1.20!! Complete sending and receiving outfit from \$5.30 up. Send TO-DAY two-cent postage for our wonderful 120-page electrical encyclopedia containing all about wireless, diagrams, instructions, etc.

Electro Importing Co., 80c West Broadway, New York
"Everything for the Experimenter"

IN ANSWERING THESE ADVERTISEMENTS PLEASE MENTION COLLIER'S

"Jake" obeyed with alacrity. We followed him in time to see the "bum" literally thrown under the feet of the people hurrying to the ferry.

In eleven contiguous blocks in this vicinity we counted seventy saloons, all of them doing business. The one we had visited first was typical. "But," it will be contended, "this is one of the vilest sections of the city."

The next Sunday two of us inspected an entirely reputable section in the Sixth Ward. In the second saloon we visited we saw two little boys, neither of them over ten years of age, served with beer. The same saloon exposed no license and further violated the law by having the front windows entirely screened off. This is not a composite picture, but a real case.

Before our investigations were completed I had drawn a map showing the location of every saloon in the Brooklyn Heights and Red Hook section, and had



Saloons on Brooklyn Heights and Red Hook

personally investigated saloons in every ward. In this area of 2,300 acres I found 794 saloons, or one to every 290 people. All of them, or practically all of them, are selling liquor illegally every Sunday of the year. I am convinced that a majority of them are at the same time breaking laws other than those concerning Sunday closing. The most aristocratic "café" on Fulton Street is as guilty as the lowest saloon on Hamilton Avenue or under Brooklyn Bridge. All break the same laws and defy the same complacent public.

It is as a defier of law that the saloon is most menacing. The organized and aggressive liquor interests play too big a part in the making of legislators and legislation. When legislation is unfavorable to itself the saloon, through the deliberate connivance or indifference of its creatures on the bench and in the city departments, contrives to obtain comparative security in the breaking of law. Hence the futility of most excise prosecutions.

It is a deplorable fact, too, that the friends of law enforcement lack efficient organization and real aggressiveness, and, above all else, are they wanting in practicality. Two years ago a Brooklyn clergyman visited an objectionable saloon near his church, ordered beer, dipped his cuffs deep into the foam, and the next day hysterically demanded of a grinning magistrate that his linen be submitted to a chemical analysis. Even with less ludicrous evidence it is ordinarily next to impossible to overcome the "burden of proof" demanded by a "party" magistrate for the conviction of his friend, the saloon-keeper-defendant.

May the present national anti-saloon agitation stir New York at least to the point where good citizens in and out of church may find themselves banded together for the enforcement of our excise laws.

A PLEASING DESSERT

always wins favor for the housekeeper. The many possibilities of Borden's Peerless Brand Evaporated Milk (unsweetened) make it a boon to the woman who wishes to provide these delicacies for her family with convenience and economy. Dilute Peerless Milk to desired richness and use same as fresh milk or cream.—Adv.

'ANSCO' FILM

*The Film that Lifts Amateur Photography from
Guesswork to the Realm of Artistic Achievement.*

WITH AnSCO Film you can achieve the greatest possible success that your equipment will allow. The AnSCO Film gives you not merely a photograph—but an artistically correct rendering of your subject—line for line, shadow for shadow, tone for tone.

The latitude of the AnSCO Film is a revelation to the photographer—be he novice, amateur, or advanced. The marvelous pencilings of nature in light and shade—all the numberless gradations which the eye unconsciously catches—can be depicted with unerring fidelity by the AnSCO Film. This is what makes successful photography.

Even if your judgment be inaccurate as to proper timing, the great latitude of the AnSCO Film aids by giving you an unusually wide range,

reducing to a minimum your losses.

The AnSCO Film is the highest type of film. It has that fineness of grain of the emulsion so necessary in producing a well-balanced negative.

The speed, combining with the latitude, permits of snap shots, time exposures, interiors, portraits, flash-lights—all the various branches in which the amateur is interested. More than this—the AnSCO Film will render harmonious color values, presenting chromatic balance truly wonderful. This is especially noticeable when prints are made on Cyko paper, with which you get as truthful a reproduction in monochrome as is possible without special apparatus for orthochromatic work.

AnSCO Film fits any camera; exposure numbers always register; non-curling.

Independent dealers everywhere carry full line of AnSCO Film, Cyko Paper, and pure, carefully prepared photographic chemicals. If other dealers will not supply you, do not blame them. An agreement with their manufacturer forbids them. Look for the ANSCO sign.

YOURS FOR THE ASKING: A complete photographic library in two volumes, teaching the art of making prize-winning pictures. Write for it, or ask your nearest dealer.

AnSCO Company, Binghamton, N. Y.

ACME QUALITY

Paints and Finishes
For the Home

At this time of the year there are many little jobs of painting and finishing about the home that anyone can accomplish successfully by following the Acme Quality plan.

Now is a good time to repaint the floors, to refinish the woodwork, to brighten up the furniture, to redecorate the walls, or to enamel the bathroom.

Acme Quality Paints and Finishes are put up in convenient form for ready use and easy application—just tell your dealer what you want to do and insist on goods bearing the Acme Quality trade-marked label, for—if it's a surface to be painted, enameled, stained, varnished or finished in any way, there's an Acme Quality Kind to fit the purpose.



Acme Quality Enamel (Neal's)
Gives that smooth, beautiful, sanitary enamel surface so easy to keep bright and clean. In white or dainty tints.

Acme Quality Kalsomine
For walls and ceilings. Mixes with either hot or cold water. Flows freely, covers with one coat and does no snow laps.

Acme Quality Porch Furniture Enamel

For finishing porch and lawn chairs, settees, swings, flower stands, railings, etc. Imparts a tough, durable finish and prevents rust and decay.



For example, a treasured old chair or other piece of furniture that is badly marred and scratched can be made as good as new. Simply refinish it with Acme Quality Varnolac—a stain and varnish combined that imparts the elegant effect and durable, lustrous surface of beautifully finished oak, mahogany or other expensive woods.

Acme Quality Text Book

The Acme Quality Text Book tells just how to get best results. It is an encyclopedia of paints and finishes, covering every phase of home painting. Tells what to use and how to use it. Free to any address on request.

ACME WHITE LEAD & COLOR WORKS
Dept. P, Detroit, Mich.
IN DETROIT—Life is Worth Living

IN ANSWERING THESE ADVERTISEMENTS PLEASE MENTION COLLIER'S



THE CYCLONE

VACUUM CLEANER
Cleans Everywhere
and Everything
Special attachment for hardwood floors

With a broom you can't get all the dirt. You can't get the dust that is ground in.

The Cyclone Vacuum Cleaner takes up all the dirt and germs. Cleans carpets, floors, upholstery, walls, curtains, etc., thoroughly and without dust or dusting. In getting all the dirt it removes the germs that are continually breeding in the dirt not gotten out by the broom.

The Cyclone requires no mechanical skill. Anyone can clean with it. Not a third of the effort of sweeping and takes about one-tenth the time. There is nothing about the machine to get out of order. It will last a lifetime.

The saving on carpets will pay for the machine. Don't be deceived by the extravagant "just as good" claims of the hosts of imitators. Get the Cyclone—the machine that works, that is made for the home and sold at a home price.

Write for a Free Book

and the name of our nearest representative. He will bring the Cyclone to your house and show you in your own home how thoroughly it cleans. Write today.

The Cyclone Vacuum Cleaner Company
104-114 Blaisdell Ave., Bradford, Pa.

Agents wanted
Write for unoccupied territory



Welch's Grape Juice

has the richness and the flavor of full-ripe, fresh-picked Concord Grapes. It is made by a process which transfers the juice from the clusters to the bottles unchanged in any way and is so pure that physicians prescribe it.

Welch's is put up in the heart of the great Chautauqua Grape Belt under ideal conditions and sold only under the Welch label.

If your dealer doesn't keep Welch's, send \$3.00 for trial dozen pints, express prepaid east of Omaha. Booklet of forty delicious ways of using Welch's Grape Juice free. Sample 3-oz. bottle by mail, 10c.

The Welch Grape Juice Co.
Westfield, N. Y.

Brickbats and Bouquets

Kind Words and Bitter Spoken by Editors, Subscribers, and Readers, Regular and Occasional, About Collier's

"CHARLESTON, W. VA.

"The fight you have been making for fair dealing in the courts between the corporations and the people is worthy the support of all good men, and I hope you will keep it up. The chances for justice to the plain people when fighting the rich corporations are growing less by leaps and bounds, and I tremble to think where the tendency will lead, unless the people can be awakened to their rights by such courageous journals as COLLIER'S.

GEORGE BRYNE."

"HOUSTON, TEXAS.

"Resolved, That the directors of the Houston Business League wish to express in a formal manner their appreciation of an editorial which appeared in COLLIER'S on March 6, 1909. In giving editorial endorsement to the efforts which Houston has made and is making to place and keep its municipal affairs on a high plane of efficiency, COLLIER'S has helped in a substantial manner. The directors of the Houston Business League feel that a vote of thanks should be extended to the publishers of COLLIER'S, and the secretary is authorized to so notify them.

"GEORGE P. BROWN, Secretary."

"SACRAMENTO, CAL.

"COLLIER'S short stories are always first-class and written by the best authors.

"E. L. PORTER."

"OMAHA, NEB.

"Who pays for this standing advertisement attacking Senator Cummins of Iowa—Aldrich or Joe Cannon? This is the first time I have ever written to any editor criticizing an article—I know better than to do it. But you seem to invite brickbats, and here is a pressed bat of full size, made in Omaha, the market town.

"WILL A. CAMPBELL."

"ALLANDALE, R. I.

"I greatly admire the individual or corporation who can get ten cents per head from so many people in exchange for copies of that conglomerate mass of illustrated advertising, side-issue matter, and fiction, known as COLLIER'S WEEKLY.

"ALFRED COULTON."

"ANDOVER, MASS.

"I have always had the greatest possible admiration for COLLIER'S, both in regard to business policy and literary ideals.

"H. WILMOT BLACK."

"BIRMINGHAM, ALA.

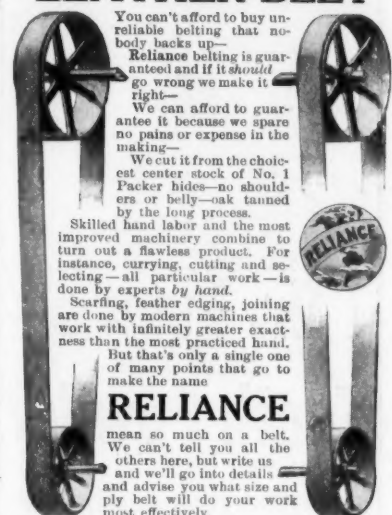
"If COLLIER'S continues the consistent policy of its life so far, I shan't quarrel, even if I am accused of having COLLIER'S form all my opinions for me. Your editorials are the best; your stories are as good as the best; your attitude toward contemporaries of all grades and classes is noble, and is unique at least in being so outspoken; your work against quack doctors, patent-medicines, gold brick and gold mining schemes, United States Senators, and other public parasites and nuisances is unequalled and invaluable. No other paper has learned so well as you that it pays to defend the people's interests, and, under this high principle, your influence must grow immeasurably as the years go by.

Geo. S. BROWN, M.D."

"Taking into consideration the virile, talented men it has assembled in its editorial rooms and the widening scope of their influence, COLLIER'S seems destined to become a permanently potent factor in our national life. May the spirit of its brave, clean old founder live on in COLLIER'S. May it continue to represent all that is pure and square and valiant in the citizenship of the Republic!"

—Butte (Mont.) News.

Buy A Guaranteed LEATHER BELT



You can't afford to buy unreliable belting that nobody backs up—Reliance belting is guaranteed and if it should go wrong we make it right—We can afford to guarantee it because we spare no pains or expense in the making—We cut it from the choicest center stock of No. 1 Packer hides—no shoulders or belly—oak tanned by the long process. Skilled hand labor and the most improved machinery combine to turn out a flawless product. For instance, currying, cutting and selecting—all particular work—is done by experts by hand. Scarring, feather edging, joining are done by modern machines that work with infinitely greater exactness than the most practiced hand. But that's only a single one of many points that go to make the name

RELIANCE

mean so much on a belt. We can't tell you all the others here, but write us and we'll go into details and advise you what size and ply belt will do your work most effectively.

We also manufacture four other brands that are equally as good as Reliance for specific purposes. Don't experiment with belts. No mill man or manufacturer can afford to. It means fearful loss before you get through. Specify Reliance—the guaranteed belt—and save needless expense and trouble. Write for book today and learn more about Reliance superiority.

Chicago Belting Co., 16 South Green St., Chicago

Vudor Shades



Will Make Your Porch Cool, Shady, and Comfortable on the Hottest Day.

They keep out the glare and the heat of the sun yet leave the porch airy and breeze-open. Vudor Porch Shades are made of wide strips of linden wood, firmly bound with strong seine twine and are artistically stained with weather-proof colors. They last for years. Vudor Porch Shades cost from \$2.25 up, according to width, and a porch of ordinary size can be completely equipped with them at a cost of from \$5 to \$10.

Write for Booklet and Name of Local Dealer

We will send you free, upon receipt of a postal card request, the beautiful Vudor booklet, fully describing and illustrating, in actual colors, Vudor Porch Shades and Vudor Re-enforced Hammocks. With the booklet we will send you name of dealer in your town. HOUGH SHADE CORPORATION, 229 Mill St., Jamestown, Wis.

This is a Real Automobile on High Wheels



Schacht Mfg. Co., 2735 Spring Grove Ave., Cincinnati, O.

THE INVINCIBLE SCHACHT

We ask experts to read our catalog and take our cars apart to discover how we could improve them. And we ask you to send us your name and read our catalog to understand why we have spent so much time and money to make the Schacht the highest standard high-wheel automobile in the world. You should not risk buying any car of this type before investigating the differences in money-worth values. Write us for the book.

Schacht Mfg. Co., 2735 Spring Grove Ave., Cincinnati, O.

Save \$17.50 on this Dining Table in Quartered White Oak



International Mfg. Co., 613 Edwin St., Ann Arbor, Mich.

IN ANSWERING THESE ADVERTISEMENTS PLEASE MENTION COLLIER'S

AS YOU change from heavy to light underwear in hot weather, so you should lay aside close, unventilated shoes and put on cool, comfortable, ventilated shoes. You will know what foot comfort is when you

Wear E. C. Ventilated Shoes in Summer



STYLE No. 2
TAN GRAIN
Sizes and Prices
4-8 Infants' \$0.85
8-12 Children's \$1.00
2-6 Girls' and Boys' \$1.25
6-12 Men's \$1.50



STYLE No. 1
Ventilated Oxford in TAN and BLACK.
Sizes and Prices
9-2 for girls and boys \$2.00
2-6 for women and youths \$2.50
6-12 for men \$3.00

Men, women and children find them of the greatest comfort. E. C. VENTILATED SHOES are the only common-sense shoes for the whole family in hot weather. They will relieve many a foot ill caused by close shoes.

Made over the most up-to-date lasts, of the very best material and in the most careful manner. Look for the trade mark—E. C. VENTILATED SHOES—on the sole.

Ask your dealer for E. C. VENTILATED SHOES. If he cannot supply you write us and we will ship for prepaid upon receipt of price. Address Dept. 1 for circular.

ENGEL-CONE SHOE COMPANY, EAST BOSTON, MASS.

Music For Hot Weather

Think of it! A real, practical Talking Machine for the home, complete with 12 Finest Records for only \$5.50. This machine is not a toy remember, but a full size machine; will sing the songs, tell the funny stories, play the band music just as machines you hear in music stores. This is the greatest offer ever made. Send today for FREE Catalogue, No. 6.

CHICAGO PROJECTING CO., Dept. 87, Chicago, Ill.



We Supply the U. S. Government.

Prices Cut in Half this season. Our large new 104-page Band instrument catalog Sent FREE. Write to-day. THE RUDOLPH WURLITZER CO. 163 E. 4th St., Cincinnati; or 295 Wabash Ave., Chicago, Ill.

HOW YOU CAN EARN \$300 OR MORE A MONTH



AMERICAN BOX BALL CO., 305 Van Buren Street, Indianapolis, Indiana

IN ANSWERING THESE ADVERTISEMENTS PLEASE MENTION COLLIER'S

IF IT ISN'T AN EASTMAN, IT ISN'T A KODAK.



For old and young there is fascination in photography—a fascination that becomes a lasting satisfaction for those who spell camera, K-O-D-A-K.

For more than twenty years, Kodak has been first in photographic progress. It was first to offer the advantages of film photography, first to offer the advantages of daylight loading, first to offer the advantages of daylight development, first to offer the advantages of

KODAK ORTHOCHROMATIC FILM.

Kodak film has the orthochromatic quality (the quality which renders true color values—does not show blue as white nor red and yellow as black) in a far greater degree than any other film. Kodak film does not curl, and is remarkable for its non-halation properties.

We have made glass plates for almost thirty years; we have made films for twenty-five years; we have made transparent films for twenty years; we have made orthochromatic films for nearly seven years; we have made non-curling film for six years. To say nothing of our superior facilities and factories, we have a manufacturing experience that money cannot buy.

The picture depends upon the film far more than upon lens or upon camera. Load your camera with Kodak N. C. Film, the dependable film, the film which is not an experiment.



Look for **NEC** on the Box and
"KODAK" on the Spool End.

EASTMAN KODAK COMPANY,
ROCHESTER, N. Y., The Kodak City.

IN ANSWERING THESE ADVERTISEMENTS PLEASE MENTION COLLIER'S

Read These



RARE LETTERS!

Revealing How Pompeian Face Cream
Makes People Good-Looking



Women and men (and there are several million) who do use Pompeian Massage Cream are certainly enthusiastic about it. Read and see for yourself.

Note: These unusual endorsements were sent to the "Good Housekeeping" Magazine, a publication, noted for its discriminating class of readers. From the many letters received we reproduce a few (exactly as written except the underscorings). Obviously, we are not at liberty to publish the names of the writers of these unusual endorsements. But upon request we will give names and addresses.

What Women Say:

Pompeian Massage Cream has marvelous cleaning qualities. I have seen a woman go to her room looking haggard, weary and worn, and leave therefrom a short time after looking as if she had discovered the bloom of youth, the skin was so rosy, and the tired lines so much less observable.

Because I like to be clean "well days" I like Pompeian Massage Cream. The first time I used it I was as startled as at my first Turkish bath.

Pompeian Massage Cream certainly works wonders for one who uses it perseveringly. I have fairly scoured my skin with soap and water, then after using Pompeian Cream was able to rub off what looked like dirt. It gives one a sense of freshness and cleanliness unequalled by anything I have ever used.

I have used Pompeian Massage Cream with gratifying results. I know it will remove all facial blemishes, smooth out all lines and wrinkles, and is an absolutely necessary article on the toilet table of any refined woman.

I went out with my sister one morning and saw one whole side of a front window of a drug store decorated with nothing but Pompeian Massage Cream. We purchased a supply. She writes to know if I am still growing young, which, of course, I am. It is one of the luxuries of my life. It goes so far as to make me feel at peace with all the world.

I have used Pompeian Massage Cream for three or four years and could write volumes on its excellent qualities—space, however, forbids.

Pompeian Massage Cream leaves the skin soft, cool, and sleeky. My husband uses it always after shaving. We began its use through advertisements in Good Housekeeping.

Pompeian Massage Cream is excellent for the skin, giving it a soft, healthy look.

We have used and like Pompeian Massage Cream. It is an excellent article and does not need the use of powder after its use.

What the Men Say:

We have used Pompeian Massage Cream in our family for some time, and all are equally pleased with its beneficial effects. My son who is just beginning to shave, was greatly troubled with his face until some friend recommended him to try Pompeian Massage Cream after shaving, and the trouble disappeared entirely after its use and has not returned. My young daughter has been troubled with freckles for some time, but since using the cream they are hardly to be noticed.

The skin feels delightfully refreshed after the use of Pompeian Massage Cream, and looks clean and healthy. A jar lasts a long time.

I am approaching forty-eight years of age, and it is a difficult matter to convince any of my customers or friends who do not know my age that I am that old. They guess my age at not more than thirty-five. And I attribute my youthful appearance to the use of "Pompeian Massage," and one massage a week does the business and the massage treatment enables me to shave once a day, whereas, before I began using the massage, three shaves a week was all my face would stand for. If this unsolicited testimonial of the merits of Pompeian Massage will avail you anything for publication I authorize you to use it.

I find your cream to be very good after a shave. It makes the face feel better and does away with the stinging, itchy feeling. I have procured a couple of bottles.

I state with pleasure that I have been using your massage cream a very long time, and heartily recommend it to all, as I think it is the best made and the best ever will be made. I think a gentleman's cabinet is not complete without it. It is very refreshing and healing, especially when a man shaves. It instantly relieves that sore and itchy feeling. I am more than pleased with it.

Chas. J. Hromatka, 928 Perry St., Allegheny, Pa.

Note: Last 3 endorsements taken from the hundreds of unsolicited ones on file in our office.

Pompeian Massage Cream

"PROMOTES GOOD LOOKS"

Pompeian Massage Cream is the largest-selling face cream in the world, 10,000 jars being made and sold daily. 50c, 75c or \$1 a jar, sent postpaid to any part of the world on receipt of price if dealer hasn't it. 50,000 dealers sell Pompeian. 40,000 barber shops use it.

Get a Trial Jar and Book

Cut off Coupon NOW Before Paper is Lost

This special trial jar affords a generous supply, with which you can try out for yourself the wonderful pore-cleansing qualities of Pompeian Massage Cream. You can also discover its almost immediate effects in giving a natural, fresh, healthy glow to the skin. A wonderfully improved complexion will be yours through the steady use of Pompeian Cream. The illustrated book is an invaluable guide for the proper care of the skin. Send 6c. in coin or stamps. U. S. stamps only.



THE POMPEIAN MFG. COMPANY

3 Prospect St., Cleveland, Ohio

"Library slips saved (one in every package) means magazines and books earned."

The Pompeian Mfg. Co.
3 Prospect St.
Cleveland, Ohio

Enclosure: Enclosed find 6c. Please send me one copy of your famous illustrated massage book and a special trial jar of Pompeian Massage Cream.

Name

Address

CUT OUT ALONG THIS LINE, FILL IN AND MAIL TODAY



The Evenings at Any Summer Resort

And the character of the social life there are very important in their influence upon your holiday At the

Thousand Islands Adirondack Mountains New England Seashore

there are high-class hotels frequented by refined people, with evening dances, parties and concerts, at which all visitors of refinement in the settlement—whether guests of the hotel or not—are made welcome.

Let Us Suggest a Vacation Trip

If you will tell us the number in your party, the length of time and amount of money you desire to spend in connection with your holiday, whether you want continuous traveling or not, and give some idea of your taste regarding surroundings, amusements, etc., we will propose one or two trips.

For your consideration, with complete information. Address New York Central Lines Travel Bureau, Room 754, Grand Central Station, New York, or Room 418, La Salle Street Station, Chicago.



"America's Greatest Railway System"



10 DAYS FREE TRIAL

We will ship you a "RANGER" BICYCLE on approval, freight prepaid to any place in the United States without a cent deposit in advance, and allow ten days free trial from the day you receive it. If it does not suit you in every way and is not all or more than we claim for it and a better bicycle than you can get anywhere else regardless of price, or if for any reason whatever you do not wish to keep it, ship it back to us at our expense for freight and you will not be out one cent.

LOW FACTORY PRICES We sell the highest grade bicycles direct from factory to rider at lower prices than any other house. We save you \$10 to \$25 middlemen's profit on every bicycle—highest grade models with Puncture-Proof tires, Imported Roller chains, pedals, etc., at prices no higher than cheap mail order bicycles; also reliable medium grade models at unheard of low prices.

RIDER AGENTS WANTED In each town and district to ride and exhibit a sample 1908 Ranger Bicycle furnished by us. You will be astonished at the wonderfully low prices and the liberal propositions and special offers we will give on the first 1908 sample going to your town. Write at once for our special offer.

SECOND HAND BICYCLES—a limited number taken in trade by our Chicago retail stores will be closed out at once, at \$3 to \$6 each. Descriptive bargain list mailed free.

TIRES, COASTER BRAKES, everything in the bicycle line at half the usual prices. DO NOT WAIT but write today for our *Larve Catalogue* beautifully illustrated and containing a great fund of interesting matter and useful information. It only costs a postal to get everything. Write it now.

MEAD CYCLE COMPANY, Dept. M-54, CHICAGO, ILL.

Williams' Shaving Stick

"The kind that won't smart or dry on the face"

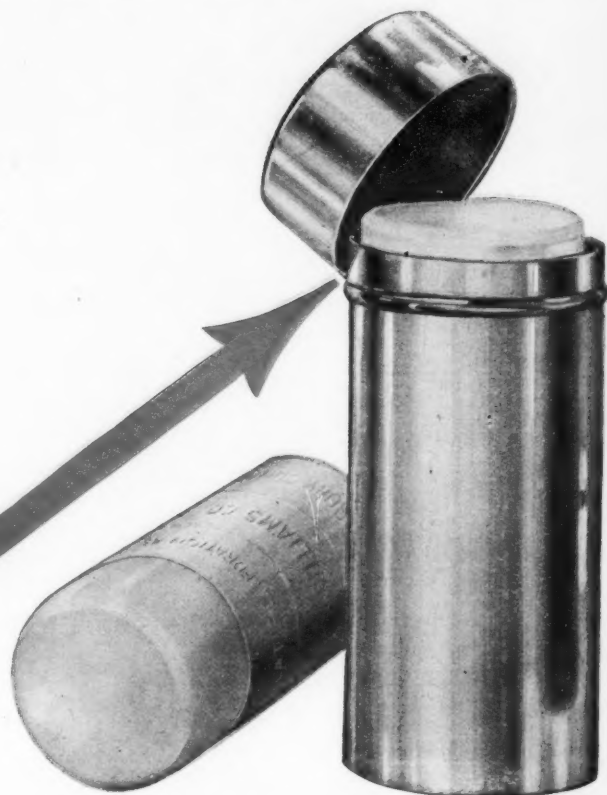
IN the soothing, creamy, lasting quality of its lather, Williams' Shaving Stick guarantees to the man who shaves, a degree of satisfaction he will find in no other.

Seventy-five years devoted to making perfect Shaving Soap we believe justifies this claim.

Handsome nickeled box with hinged cover.

Also in leatherette covered, metal box as formerly.

Williams' Shaving Sticks sent on receipt of price, 25c, if your druggist does not supply you. A sample stick (enough for 50 shaves), for 4c in stamps.



Williams' Jersey Cream Toilet Soap

THIS soap supplies you, in convenient form for Toilet and Bath, all the creamy, soothing, delightful qualities that have made Williams' Shaving Soap famous. It is simply the perfection of Toilet Soap.

A HANDSOME NICKELLED SOAP BOX for the convenience of the many users of Jersey Cream Soap, when traveling, camping, etc., is packed (for a limited time) with every 4 cakes of the soap.

If your dealer fails to supply you, we will send the 4 cakes of soap and soap box postpaid on receipt of postoffice order for 60c.



The Three BOXES with the HINGED COVERS

Williams' Talcum Powder

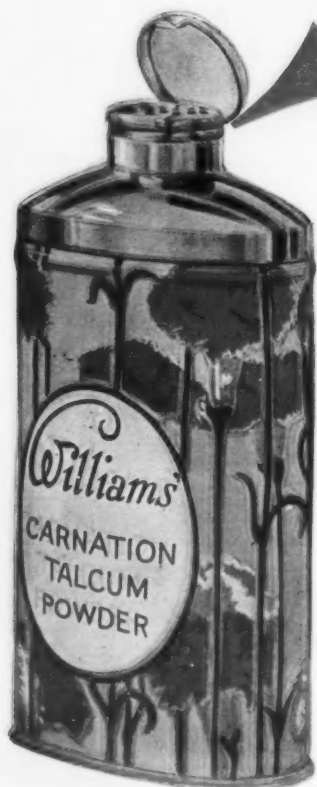
A LITTLE THE BEST powder in a little the handiest box you ever used.

THE POWDER. Highest grade imported talc. Soft, soothing, almost impalpably fine. Perfume delicate, refreshing.

Two odors—Violet and Carnation.

THE BOX. Most generous in size, original patented cover. The Hinged Cover opens at a touch. You don't have to guess whether the box is open or shut, as with the old style top. No leaking of powder—no escape of perfume.

Ask for Williams' Talc in the hinged top box.



Address: The J. B. Williams Co., Dept. A, Glastonbury, Conn.